

The Nonprofit Institute at the College of Southern Maryland
Quarterly Report to St. Mary's County
April-June 2017

Strategy One: Ensure the value of training provide by the NPI.

The NPI offered 3 continuing education courses during this quarter. However, due to weather conditions and our annual conference, two of the classes were cancelled. The class that took place was focused on Fundraising and was taught by Denise Foster. The names of the organizations attending were submitted separately to the St Mary's County Government.

Other training offered included a free class on the subject of Social Entrepreneurship and two free webinars in partnership with Maryland Nonprofits. Dr. Carolyn Mattocks taught the Social Entrepreneurship class and in attendance were representatives from Spring Dell Center, the Charles County Library, a local faith based organization, and VISTA.

We continue to explore new ways of providing training that include traditional classroom approaches and webinar-based training.

Strategy Two: Review the Structure of the NPI

The current structure is working well. We do not anticipate any additional changes during the current fiscal year.

Strategy Three: Measure the Effectiveness of the NPI's Marketing Efforts

The data included in this measure appears to be affected by both our annual conference and the beginning of the summer. There was an increase in traffic up until the conference, and then the traffic dropped off in May after the conference. This is similar to the pattern of traffic during this same period in FY 2016.

Key statistics (compared to our previous quarter) are as follows:

- Total pageviews are down 25.27%
- Unique pageviews are up 25.56%
- New users are down 29.10%

- Bounce rate is down 16.71%
- The average time on a page is up 4.34%

Regarding the effectiveness of the NPI's regular *E-Blasts*, the open rate percentage is slightly higher than the previous quarter. During the prior quarter, it was 20.3% and during this quarter it was 21.5%. The click-through rate (CTR) has decreased from 6.7% last quarter to 4% during this quarter.

The NPI's unsubscribe rate remains low. The NPI E-Newsletter experienced 11 unsubscribes for the 2nd quarter for a percentage of 0.2%. This is an increase from last quarter's unsubscribe rate of 5 unsubscribes at a percentage of 0.1%.

In addition to our own data, we now have access to *Marketing Metrics and Definitions* for benchmarking our statistics to the nonprofit national level. We intend to explore this data in the near future.

Strategy Four: Measure the Effectiveness of the NPI's Annual Conference

2017 NPI Annual Conference

Summary of Feedback

There was an overall rating of 4.5, with a range of 3.8-5. In attendance were 132 people.

Suggestions for Topics for future sessions:

- Survival skills for newly created nonprofits
- Social Entrepreneurship/Financial Stability/Hybrid Organizations/ Social Enterprise
- More opportunities to network with people who serve similar populations
- The Soul of Money
- Fundraising in depth
- Engaging and managing volunteers
- Pro Bono services-making a match
- Time management

Feedback on Sessions (137 forms returned for 14 sessions, 1 submitted for panel):

- Strategic Planning. 23 returned. Mostly excellent
- Nonprofit Financial Literacy. Very mixed reviews. Only well received by a few people and feedback was excellent.

- Creative Fundraising. 12 returned. A good deal of feedback was positive, but 2 forms with many fairs.
- Leadership During a Crisis. 14 returned. Mostly excellent with a few goods.
- Board of Directors Role in Advancement. 14 returned over 2 sessions. Mostly excellent with a few goods.
- Content Marketing. 12 returned. Mixed feedback. Excellent and Good for most with 2 forms returned that were mostly fairs.
- Unemployment Insurance. 1 returned. All excellent
- Board Recruitment. 10 returned. All excellent
- Social Media. 5 returned. Split between excellent and good.
- Building a Diverse Board. 9 returned. Mostly excellent
- Cultivating Staff and volunteers for Leadership Roles. 11 returned. Mostly excellent with 2 outliers of mostly good and 2 fairs.
- How to be an effective board member. 3 returned. Mostly excellent. One form included 2 goods with suggestion for more in depth methods for engaging board members.
- Mission Driven Branding. 10 returned. All excellent.
- Panel. 1 returned. All excellent.

Strategy Five: Review and Enhance the Effectiveness of NPI's Current Activities

- **Executive Director Learning Circles-** The April and June meetings included the following organizations:
 - o Leadership Southern MD
 - o Tri County Council
 - o Historic Sotterley Plantation
 - o The Patuxent Partnership
 - o The St Mary's Mediation Center
 - o Southern Maryland Community Resources
 - o The Garvey Center Council

- o Tri County Council
- o St Mary's Animal Welfare League
- o The Arc of Southern Maryland
- o The Garvey Center Council
- o Southern Maryland Independent Living Center

- **Volunteer Initiatives**

The volunteer coordinators met on May 10, 2017 at the Habitat for Humanity Restore in Lexington Park. The group had a discussion that included approaching the faith-based community with respect to recruiting volunteers and how each organization uses volunteers. The group was also treated to a tour of the Restore. The following organizations were represented:

- o Habitat for Humanity
- o Greenwell Foundation
- o Spring Dell Center
- o Charlotte Hall Veterans Home
- o Lifestyles

- **Faith Based Community**

The group met in May to discuss the Charles County ALICE report, church and congregation membership, and the purpose of the group itself. The discussion included how churches and congregations play a role in the community, how they connect to people who are not members, and how they can partner with nonprofits for community-based work. Those in attendance were:

- o Southern Region Strategist for Baltimore-Washington Conference
- o Servants of Christ
- o Patuxent Habitat for Humanity

- **Veterans Group**

The group met in June and the following organizations were present:

- o Patuxent Habitat for Humanity
- o St Mary's County Government
- o Warfighter Advance
- o Operation Warrior Refuge

- Southern MD Battle Buddies
- Gaia WRX

This group works to assist Southern Maryland veterans and their families by developing a comprehensive network of veteran support organizations and their services/locations/and contact information, as well as, promote collaborative info sessions to support each other's missions and needs.

This highly active veteran support coalition is crafting a functionality chart designed to be a one-stop shop for veterans seeking help in southern Maryland. The chart is a work in progress

- **Fundraising Professionals**

The group met in May and included representatives of the following organizations:

- Walden Sierra Corp
- Sagepoint Senior Living Services
- The Arc of Southern MD
- Tri-County Youth Services Bureau, Inc
- Community Foundation of Southern MD
- Center for Children

Discussion included:

- Introductions and descriptions of organizations, along with their particular needs for funds.
- Question as to whether we could create a Facebook page for the group
- Webinars or classes that are available
- Reporting requirements on most grants
- Needs and resources, such as a Supplier Network – The group would like to have a list of services, including but not limited to, website developers, store charitable discounts for photo booths, florists, etc., restaurants that are willing to have some proceeds donated.
- Sharing Events Among Groups –Determining an effective way to share events between groups (a list of every one with the organization).

- **Public Relations/Marketing Professionals**

This new group met in June. Organizations in attendance were:

- Community Foundation of Southern MD
- Spring Dell Center
- Young Ladies for Christ
- Hospice of Charles County
- Charles County Community Mediation Center
- Accokeek Foundation
- Center for Children

Members of additional organizations have expressed an interest in attending future meetings.

Volunteer Southern Maryland

<https://vsmd.csmd.edu>

The remaining online issues have been resolved and organizations are being contacted to encourage participation. Organizations are now starting to add new volunteer opportunities. Opportunities are in the portal and are shared on Volunteer Southern Maryland Facebook page: <https://www.facebook.com/VolunteerSouthernMaryland/>

Southern Maryland Gives

https://southernmarylandgives.razoo.com/giving_events/smg/home

Cara Fogarty of the NPI team will attend a #GivingTuesday conference in Baltimore mid-month. Plans are also under way for the annual #GivingTuesday event in St. Mary's and Charles counties. Nonprofit fundraising events are regularly shared on the Southern Maryland Gives Facebook page: <https://www.facebook.com/SouthernMarylandGives/>

Nonprofit Institute on Facebook

<https://www.facebook.com/NonprofitInstituteCSM/>

The Nonprofit Institute created a Facebook page in late February and is regularly posting articles of interest to nonprofits, grants opportunities, shared items from nonprofits' Facebook pages, etc.

Nonprofit Institute on Twitter

[@NonprofitInsCSM](https://twitter.com/NonprofitInsCSM)

The Nonprofit Institute created a Twitter account in late February and is regularly tweeting articles of interest to nonprofits, grants opportunities, shared items from nonprofits' Facebook pages, etc.

Strategy Six: New Initiatives

The NPI plans to increasingly use the new CSM Campus in Hughesville to host affinity group meetings offer classes. The campus provides a more centralized location that has been well received.

We have also initiated a new affinity group that will be called Public Relations professionals. Feedback received from the region led us to not only create this new group, but to also sponsor two "Meet the Media" Events. The initiate event was very well attended and held in Charles County. The second event will be held at the Lexington Park Library in the Fall.

The NPI's continuous effort to partner with others has also led to the planning for a Nonprofit Community Networking Fair. This will be in collaboration with the Southern MD Libraries and regional nonprofits and will take place at CSM in La Plata. We will investigate the possibility of repeating the event on the CSM campus in Leonardtown.

Strategy Seven: Enhance Board Development Activities

The NPI focused on Board Leadership and Development during the April 2017 Conference. The St Mary's Coordinator has also sought feedback from the regional nonprofit executive directors regarding their needs with respect to board development. The feedback is being synthesized in order to determine how best to proceed. In a few instances, the coordinator was able to match a pro bono consultant to a specific request for assistance.