

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

The NPI team is looking forward to its conference at the end of April. We encourage nonprofit board members, their volunteers, and staff members to attend.

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

The NPI's Winter Semester courses began in January. We continue to be pleased with the quality of our instructors. Feedback that was collected from participants was very positive. The courses that took place were:

- Special Events Success: From Good to Great, Susan Vogel
- Building an Exceptional Board, Jim Wilson
- Volunteer Coordination, George Connelly
- Social Media, Chris Ripley

In addition to above listed courses, the NPI has partnered with the Community Foundation of Southern Maryland, SCORE, the Charles County Libraries, and MD Nonprofits to make webinars and other training opportunities available to our local nonprofit community.

The names of the organizations attending have been submitted separately to the St Mary's County Government.

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

We continue to be pleased with the effectiveness of our marketing efforts. Our data is telling us that we are increasing our readership and overall penetration into Southern MD.

The website data on our top 10 pages, comparing this quarter with last quarter, is as follows:

- Total pageviews are up 57.57%
- Unique pageviews are up 93.56%
- New users are up 154.09%
- Bounce rate is down 1,214.05%
- The average time on a page is up 23.48%

With respect to our E-Blasts, the following is noted:

- The click rate has increased from 4.7% last quarter to 6.7% this quarter.
- The unsubscribe rate remains low

In addition to our website, the NPI has a new Facebook page and Twitter account and is using these platforms to further promote classes and events and to share articles of interest. These can be found at:

- Facebook: <https://www.facebook.com/NonprofitInstituteCSM/>
- Twitter: @NonprofitInsCSM

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

The NPI's annual conference will take place on April 28th, 2017. Commitments have been received from all presenters. We are looking forward to a wonderful day! A report about the conference will be included in the final quarterly report for FY 17.

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

- **Executive Director Learning Circles-** The January and February 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

This group did not meet in March and will resume in April.

- **Volunteer Initiatives**

The volunteer coordinators met on January 10, 2017. The following organizations were represented:

- o Sagepoint
- o SMTCCAC,Inc
- o Habitat for Humanity
- o Reign4Ever Consulting, PSC
- o Southern MD Community Resources
- o Greenwell Foundation
- o Spring Dell Center
- o Alice Ferguson Foundation

The group did not meet in March due to poor weather conditions. It will meet again in May.

- **Faith Based Community**

This group met in January. Organizations represented were:

- o Mt. Zion United Methodist Church
- o Southern Region Strategist for Baltimore-Washington Conference
- o Faith United Methodist Church
- o Building Hope Foundation, International
- o VConnections

The group will meet again in May.

- **Veterans Group**

This group met in January. The group is currently developing a chart that outlines each organization's mission and relationship to the community. Members are also sharing information about upcoming events and planning to more effectively link their efforts. The organization included in this group are:

- Warfighter Advance
- Three Oaks Veterans Resource Center
- Three Oaks Tiny Homes
- VConnections
- NAVAIR Wounded Warrior program
- UMD Capstone project
- Kiwanis Club of Waldorf
- American Legion Post 84
- Project Healing Waters Fly Fishing

- **Fund Raising Professionals**

This relatively new group met in January. Organizations in attendance were:

- Leadership Southern MD
- Calvert Hospice
- Sagepoint
- SpringDell

Southern Maryland Gives

Southern Maryland Gives is the online fundraising portal sponsored by the Nonprofit Institute.

The following St. Mary's nonprofit organizations have active fundraising projects on the portal:

- Patuxent River Naval Air Museum
- St. Mary's Adult Medical Day Care
- Sotterley Plantation
- Bay Community Support Services (Bay CSS)
- Autism Spectrum Support Group
- Southern Maryland Center for Independent Living
- Greenwell Foundation
- Operation Warrior Refuge
- Garvey Senior Activity Council
- Center for Life Enrichment
- Patuxent Habitat for Humanity
- Back to the Wild Rescue & Rehab
- Community Mediation of St. Mary's County

- Historic St. Mary's City Foundation
- Patuxent Tidewater Land Trust
- St. Mary's Caring
- Foundation 4 Heroes
- Helpers Overcoming Problems Effectively: HOPE of Southern Maryland
- Sending Smiles
- Power Jam Music Alliance
- Southern Maryland Center for Independent Living: Disabled Veterans Support Network
- Promise Resource Center

The NPI also manages a Facebook page and Twitter account for Southern Maryland Gives and uses the social media platforms to promote fundraising efforts of county nonprofits.

- Southern Maryland Gives on the web: www.southernmarylandgives.org
- Facebook: www.facebook.com/SouthernMarylandGives/

Strategy Six: New Initiatives

Some of the NPI's new initiatives were included in the prior quarterly report. Their progress has been incorporated into current activities and training. In addition to these initiatives, the NPI has begun a research and development effort toward the goal of offering a nonprofit certification program.

Strategy Seven: Enhance Board Development Activities

The NPI will focus on Board Leadership and Development during the April 2017 Conference. A course was also offered on this topic during the past quarter. Those attending the course were board officers from St Mary's and Calvert Counties.