



## **Quarterly Report to St. Mary's County Commissioners October – December 2019**

### **Strategy One: Ensure Value of Training Provided by the Nonprofit Institute**

Much of this quarter was spent planning the annual conference, scheduled for Feb. 20, 2020. It will be the Nonprofit Institute's 10th annual conference.

Fall courses included Social Media Storytelling and Developing a Fundraising Plan. Both classes were well attended. Courses related to social media, marketing, and fundraising have the highest attendance of all the courses we offer. Registration is open for winter courses which include Leading Organizational Change, Overview of Grant Writing, and Creating a Digital Strategy.

Course planning is underway for spring and fall 2020. All courses and conference sessions are offered based largely on feedback from previous attendees and from those engaging with Nonprofit Institute activities and consultations.

### **Strategy Two: Measure the Effectiveness of the Nonprofit Institute's Marketing Efforts**

Website traffic is steady from quarter to quarter. Our social media presence experiences ongoing expansion with new likes, shares, retweets, impressions, and engagement.

Content on the Nonprofit Institute's web pages and social media accounts is updated and refreshed on a regular basis. Social media includes Facebook, Twitter, and LinkedIn. Social media platforms are used to promote the e-newsletter, classes and events, to share nonprofits' Facebook postings and Tweets, and to share grant opportunities, free webinars, and articles of interest. These can be found at:

- [www.facebook.com/NonprofitInstituteCSM/](http://www.facebook.com/NonprofitInstituteCSM/)
- [www.facebook.com/VolunteerSouthernMaryland/](http://www.facebook.com/VolunteerSouthernMaryland/)
- Twitter: @NonprofitInsCSM
- [www.linkedin.com/company/nonprofit-institute-at-csm/](http://www.linkedin.com/company/nonprofit-institute-at-csm/)

Our monthly e-newsletter continues to expand its reach with an average of 10-20 new subscription requests per month. Our newsletter now reaches nearly 2,000 subscribers every month.

### **Strategy Three: Measure the Effectiveness of the Annual Conference**

The 10<sup>th</sup> Annual Nonprofit Institute Conference is scheduled for Feb. 20, 2020. We are organizing breakout sessions and presenters and will open registration in early January.

This year's conference features a return of a few popular presenters, some new voices, smart thinkers, representatives of the Washington Regional Association of Grantmakers, Maryland Nonprofits, and much more. Breakout sessions focus on leadership, strategic planning, management, fundraising, and communications.

We are holding a "Meet the Media" panel discussion as one of the breakout sessions at the conference. This was held in St. Mary's County in 2017 and over 55 people attended. We also hosted this event in Charles County with 75 people attending. Several people in the nonprofit sector requested we hold it again, thus its inclusion in the conference in 2020.

## **Strategy Four: Review and Enhance the Effectiveness of Current Activities**

### **Executive Director Learning Circles**

These meetings are held monthly. Participants included:

- St. Mary's Caring Soup Kitchen
- Southern Maryland Center for Independent Living
- Historic Sotterly
- Three Oaks Center
- Tri-County Council for Southern Maryland
- Museum Division, St. Mary's County
- Patuxent Partnership
- Community Mediation of St. Mary's County Pure Play Every Day
- KidSTREAM

### **Volunteer Coordinators**

The volunteer coordinators met in July. The following organizations were represented:

- Friends of Chapman State Park
- Patuxent Tidewater Land Trust
- Spring Dell Center
- Greenwell Foundation
- Circle of Angels

### **Fundraising Professionals Network Meeting**

This quarterly networking meeting was held in July. The following organizations were represented:

- St. Mary's College of Maryland
- Nork-Apex Strategic Advisors, LLC
- Southern Maryland Tennis Foundation
- The Promise Resource Center

### **Public Relations/Marketing Professionals**

This group, comprised of individuals who work at nonprofit organizations throughout Southern Maryland, meets monthly. The following nonprofits participated:

- The Arc Southern Maryland
- Red Cross GCR
- St. Mary's County Museum Division
- Circle of Angels

## **Volunteer Southern Maryland (<https://vsmd.csmd.edu>)**

Participation and activity ebbs and flows on this web-based portal. There are now 171 active organizations and 34 active volunteer opportunities posted. Several organizations report success finding volunteers, yet many others do not utilize this service. We plan to survey the sector to assess future interest in this service.

## **Supporting/Assisting Nonprofits**

The Nonprofit Institute's team provided one-on-one support and assistance to 15 individuals who either represent nonprofit organizations or are individuals seeking assistance with starting a nonprofit.

Nonprofit Institute staff attended several events during this quarter:

- Maryland Nonprofits annual conference in October
- Maryland Governor's Grants Office annual conference (attend and exhibit)
- Nonprofit Learning Lab conference (panel discussion participation)
- United Way of Charles County partner meeting (conducted presentation)
- Three Southern Maryland libraries (envisioned and participated in planning meeting)

The Nonprofit Institute's Michelle Sullivan again served on the Community Foundation of Southern Maryland's planning committee charged with organizing its annual Philanthropy Day luncheon. The Nonprofit Institute has provided this support as well as promotional support for the past few years.

## **Strategy Five: New Initiatives**

Interviews were held in late November for the St. Mary's County Coordinator position. A candidate was selected, Robin Finnacom, and will start in January. Ms. Finnacom brings 40 years of experience in the fields of community and economic development.

The Nonprofit Institute is working with Maryland Nonprofits to bring some of its training opportunities to Southern Maryland in the spring of 2020. Additionally, we are working with the Small Business Development Center to co-develop workshops.

This quarter marks the end of 2019. The Nonprofit Institute will host its 10<sup>th</sup> annual conference in 2020, celebrating 10 years since the Institute's inception. We will reflect and strategize in the spring of 2020 and plan for the next 10 years.