



## THE VANNO VOICE

January 2007

We are pleased to bring you the January edition of the VANNO Voice -- your link to news and resources for Virginia's nonprofit sector! We encourage you to forward this valuable information to your colleagues, both inside your organization and throughout your community. You can also read past issues on the VANNO website at [www.vanno.org](http://www.vanno.org)

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## Resolutions for 2007

Adapted from  
article by Bob  
Harris, CAE



It's time to set resolutions for better organizational management! Use these ideas to improve efficiency and effectiveness.

### **Be the Model of Organization**

Busy staff members often neglect to put the details and processes in writing. Many executives administer the organization with their memory and heart. Have you ever said, "We adopted a policy on that in the 80s, maybe I can find it," or "We ought to create a checklist for that process?" A highly effective

organization relies on documentation for consistent delivery of services. Try this approach to building operating manuals: 1) develop your best-practices, 2) document the steps and processes and, 3) store them in a series of operating manuals.

### **Prep the President**

As staff, you avoided the politics of nominations. Now that you know who will be the chief elected officer and its time to step in. Create a briefing book for the incoming president. The knowledge you transfer in a few hours, weeks or months prior to his or her taking office will enhance the leadership experience and outcomes. Discuss preferred communication methods (fax, calls, visits, e-mails) and frequency. Provide the essentials such as the governing documents, strategic plan update and committee project status. Then ask the basics, for instance, "Do you want to read and sign every letter or we use your digital signature?" Finally, make a checklist of what you cover with this year's incoming president so you can effortlessly repeat the process with successive presidents.

### **Conflict of Interest – A New Question**

"Does the organization have a written conflict of interest policy," is a new question on the IRS information return. Discuss the question with your board, CPA and lawyer. Draft a statement that satisfies the IRS. Consider incorporating clauses that also address conflict of interest, abiding by governing documents, maintaining confidentiality of documents and discussions.

In closing, no matter what your resolutions you select in 2007, make it a year of sustainability and improvement for your organization.

Note: Bob Harris, CAE, promotes efficient management and enhanced board training. His website offers free tips and templates at [www.nonprofitcenter.com](http://www.nonprofitcenter.com) to support these resolutions.

## **NPOEXPO - It's About Business**



Nonprofit Management Solutions, LLC proudly welcomes VANNO as a nonprofit sponsor for NPOEXPO.

NPOEXPO is a one-day, local tradeshow event where nonprofit representatives come together with other nonprofit representatives, for-profit businesses, government agency representatives, and nonprofit management consultants.

Networking and business education are the foundations of NPOEXPO. It is a business-to-business event that incorporates educational opportunities in a way that expose NPOs to information they may not have the time or knowledge base to pursue on their own. In order to sustain itself, any business must be run in a manner that is efficient and effective. To do this, nonprofit executives and decision-makers must be introduced to the tools and resources that can assist them in becoming self-sustaining and to have the greatest capacity possible. NPOEXPO helps them do this time-efficiently and cost-effectively.

In 2007, NPOEXPO will be held in the following 4 locations:

**February 27th in Fredericksburg**

**May 14th in Richmond**

**August 29th in Roanoke-Salem**

**November 15th in Hampton Roads**

To register for an event or for more information, visit the NPOEXPO website at [www.npoexpo.net](http://www.npoexpo.net) or call 804.957.9513 in Petersburg, VA.

## Tidewater Community College Classes

The Academy for Nonprofit Excellence, a nonprofit management certificate program at Tidewater Community College, presents a series of classes throughout the year at both the Norfolk and Virginia Beach campuses. The fees for one-day courses are \$60, and two-day courses are \$85. Upcoming topics and dates include:

January 11 & 18	Board Development: Creating a Powerhouse
January 23	Building and Maintaining Effective Coalitions
February 14 & 15	Tomorrow's Technology: The Power of Planning Ahead
February 27	Media Madness

For more information, contact Lillian Bailey at 822-1170 or visit [www.tcc.edu/wd/academy](http://www.tcc.edu/wd/academy).

## January 18-19 Grant Writing Workshop

Longwood University, in partnership with Grant Writing USA, will present a two-day grant writing workshop in Richmond, January 18-19, 2007. This workshop is suitable for beginning and experienced grant writers who desire to increase their fundraising competitiveness and broaden their funder focus.

Tuition is \$495. All necessary materials and full alumni benefits are included – workbook, the 250+MB resource CD, two days of terrific instruction, one year free proposal review and lifetime, free access to Grant Writing USA's exclusive Alumni Support Forums.

Tuition payment is not required at the time of enrollment. Please read the "Payment Policy" section of our online registration at <http://GrantWritingUSA.com>

For more details, contact: Cathy Rittenhouse, 800.814.8191 or [cathy@grantwritingusa.com](mailto:cathy@grantwritingusa.com)

## January 22-24, 2007: Grants Management for Results

**Where:** Council for Nonprofit Innovation, Arlington, VA

**What:** This three-day event will feature effective techniques for

winning, managing and evaluating grants to keep you and your organization ahead of the curve in funding trends and reporting requirements. Best Practice Sessions include: proposal planning and development; financial and performance management for grants; grants evaluating and reporting. Please email [kristan@cniweb.org](mailto:kristan@cniweb.org) to receive a copy of the agenda, or visit [www.CNIweb.org](http://www.CNIweb.org)

**Fee:** \$1095 **Special rate for VANNO members= \$845**  
**To receive this discount, contact Bill Kristan**  
**703-894-00481 or Kristan@CNIweb.org**

## 2007 Governor's Volunteerism & Community Service Awards

**Nominations for the Governor's Volunteerism & Community Service Awards are now open!** The prestigious award has been honoring exemplary Virginians for more than 16 years and recognizes excellence in community service and volunteering. The awards include recognizing volunteer service on the part of businesses, faith-based groups, families, government, homeland security, national service, nonprofit organizations, seniors, volunteers, volunteer administrators, and youth. A narrative and two letters of support are required. **Starting December 1**, you may visit [www.vaservice.org](http://www.vaservice.org) to download the nomination form or submit an online nomination through our website. **The nomination process ends at 5:00 PM, Wednesday, January 31, 2007.** The awards ceremony will take place in Richmond during April. Now is the time to think about individuals and organizations you would like to nominate!

## Wanted: Environmental Education Proposals

Workshop presentation proposals are now being accepted for the North American Association for Environmental Education's annual conference, to be held in Virginia Beach Nov. 14-17, 2007. The deadline is January 31. To view the proposal submission and review process and submit your proposal, visit [www.naaee.org/cfp2007](http://www.naaee.org/cfp2007)

## Volunteering Around the World

By Susan J. Ellis,  
President,  
Energize,  
Inc.

Charitable activities fill a human need, and every culture finds ways to help the poor, the sick, the widowed, or the orphaned. While the United States has a diverse voluntary sector of nonprofit agencies, other countries are just starting to form what they often call NGOs, non-governmental organizations. Whether through NGOs, government action, or religious bodies, private individuals are almost always involved in relief work, especially at the local level.

Political activism is also universal, and very few people ever receive a salary for protesting governmental decisions! In the more democratic nations, citizens give their time to political parties and to causes ranging

from environmentalism to women's rights. Under dictatorships, volunteering becomes all the activities we commonly refer to as the "underground", publishing newsletters and disseminating information, helping people to obtain immigration documents, and providing support and sometimes safe harbor for dissenters.

Volunteers in different countries follow similar patterns of recognizing and addressing community needs before anyone else. The demands of each culture affect the roles volunteers fill, and some international volunteering may strike Americans as unusual. For example: In Israel, volunteers work closely with the military to provide grief counseling for families of soldiers killed in combat.

- In Ecuador, volunteers run some of the major cemeteries and provide basic supplies for hospitals, such as blankets.
- In England, volunteers are working to save the habitats of badgers.
- In Denmark, Red Cross volunteers are trained to give "psychological first aid" to disaster victims along with physical help.
- Several North American native people's projects are pairing adults with youngsters to pass along and thereby maintain native languages, customs and skills.
- In the crowded cities of Japan, housing units are divided into "blocks" that are self-governing and led by the residents themselves.
- In Sri Lanka, volunteers build wells.
- In Canada, non-English speakers organize local networks and petition the government for bilingual public education in their native language.

Volunteers of all nations are involved in cross-cultural exchanges, sometimes with the support of their governments and sometimes without. Student internships and volunteer host families represent one type of these exchanges. Amateur and professional scientific conferences and expeditions are jointly sponsored among various nationalities. Volunteers link with others who believe in a global approach to solving the problems of pollution, AIDS, hunger, and economic development. And volunteers work for regional and world peace, usually at the risk of their own safety if they reach out to one another despite a tradition of cross-cultural enmity.

Volunteers are motivated by the desires of all human beings for a better life for themselves and their children. They understand that working together is more effective than working apart.

Source: Excerpted from *Focus on Volunteering KopyKit™: Ready-to-Print Resources for Volunteer Organizations*, © 1999, Energize. Found in the the Energize, Inc. online bookstore at <http://www.energizeinc.com/store/1-115-E-1>

## Nonprofit Technology Day of Service

The Nonprofit Technology Conference, hosted by N-TEN, is meeting in Washington, DC on April, 2007. As part of this annual gathering, nonprofit techies will participate in a Volunteer Day of Service that lets them share their expertise with local nonprofits through predefined on-site projects.

NPower Greater DC Region is partnering with N-TEN to bring some of the best nonprofit technology experts to work with your organization at no cost.

Date: **April 4, 2007, 8:30 a.m. - 2:30 p.m.**

Register to participate in the Day of Service by completing a registration form. NPower Greater DC Region will review your request, confirm your registration, and send you a waiver and a Memo of Understanding that describes the volunteer project. Requests for volunteers will be filled on a first-come, first-served basis until **January 23, 2007**. The number of organizations that can participate is limited. Preference will be given to:

- Small and midsize nonprofits (organizations with less than \$1.5 million annual operating budget)
- Nonprofits located within 20-30 minutes of downtown Washington, DC (via car or public transportation)

For complete details, visit

[www.npowergdcr.org/education/events/ntcdayservice.htm](http://www.npowergdcr.org/education/events/ntcdayservice.htm)

## 7 Tips for Generating News Coverage

(excerpted from The Nonprofit Times, Sept. 26, 2006)

Nonprofit organizations have learned that they can help with their mission if they maintain a high profile – which of course means a good image – in the public mind. This high profile can be maintained via the media, and Sandra L. Beckwith writes in her book *Publicity for Nonprofits* that organizations can find creative ways to get their names in the news. Beckwith offers the following suggestions for creating news:

- Write and distribute a tip sheet. This is a form of news release that offers tips or advice in a bulleted or numbered format. This allows an organization to share specialized knowledge about a topic.
- Comment on national headline news. Media outlets are looking for a local angle on a national story in their area. This requires an ability to act quickly.
- Tap into TV story lines. For example, the NBC television show *ER* reported that two-thirds of the show's viewers watch for health information. Knowing this, many local affiliates schedule health news updates for the newscast following the show.
- Do a survey. Newsworthy survey results are sure-fire publicity starters. The survey topic should relate to the organization's mission.
- Create a list. Lists are popular with the media. David Letterman's "Top Ten List" is reprinted in newspapers.
- Take advantage of newsworthy seasons and holidays. Each predictable seasonal story brings publicity opportunities.
- Host a contest or competition. Publicity opportunities exist for announcing the competition, conducting the competition and announcing the winners.

## Voting and Elections: Free Guide for Nonprofits

*The Nonprofit Voter Engagement Network has published a useful guide outlining how charities can get involved in the electoral process without breaking the law. "Nonprofits, Voting & Elections" lists activities nonprofits can and cannot pursue, describes specific initiatives such as how to create a voter's guide to candidates, and answers frequently asked questions on this topic. Available as a free download at [www.nonprofitvote.org](http://www.nonprofitvote.org)*

## Advice on Contribution Acknowledgements

The substantiation rules for charitable contributions of less than \$250- will change effective January 1, 2007 under provisions of the Pension Reform Act (HR4). As it is not yet clear what records will be acceptable for donors, besides a receipt from the charity, all nonprofits are urged to provide acknowledgement letters to all contributors – regardless of gift size – until such time as the new documentation requirements are clarified.

It is recommended that you use the same documentation now required for gifts of \$250 or more. Acknowledgment letters to donors should include:

- Name of donor and the charity
- Amount of money and date received
- Statement that "no goods or services" were received in connection with the gift (if true)
- Urge the donor to retain the acknowledgement for his/her tax records
- If goods or services were received in connection with the gift (e.g. purchase of a ticket for a benefit dinner), note the amount received, the estimated fair market value of what was provided, and the difference which represents the donor's charitable contribution.

Source: "New York Nonprofits" newsletter, published by the Nonprofit Coordinating Council of New York, Inc., November 2006.

## Giving Rises 6% to Near Record Highs

Americans supported charitable causes at near- record levels in 2005, according to the annual Giving USA study from the Giving USA Foundation. At \$260.28 billion, the 2005 total is just slightly under the 2000 record of \$260.5 billion, and represents a 6.1 percent increase (2.7 percent adjusted for inflation) from 2004.

High on the list of reasons for the increase was the extraordinary outpouring of generosity for victims of natural disasters, including the Indonesian tsunami, Hurricane Katrina and the Pakistan earthquake. About half of the \$15 billion increase in total giving, or \$7.37 billion, is attributed to natural disaster relief. Individuals contributed an estimated \$5.83 billion, or 79 percent of the disaster relief total in 2005. Corporations

added another \$1.38 billion, and according to the Foundation Center, \$160 million was contributed by foundations.

"Disaster relief certainly played a role in 2005," said Richard T. Jolly, chair of the Giving USA Foundation. "Relief contributions are estimated to be roughly 3 percent of the total."

In addition to disaster relief, gifts supported more than 1.4 million charities, including religious congregations, schools, clinics, arts groups, food banks and others.

As in past years, individuals were the single largest source for donations, accounting for 76.5 percent of all estimated giving in 2005. The estimated \$199.07 billion from individuals represents a 6.4 percent increase (2.9 percent adjusted for inflation) from 2004.

Corporate donations grew at a record pace, increasing by 22.5 percent (18.5 percent adjusted for inflation) for an estimated total of \$13.7 billion. Of the total, corporate giving accounted for 5.3 percent.

Foundation grants rose 5.6 percent (2.1 percent adjusted for inflation) to \$30 billion, according to the Foundation Center. An increase in the number of foundations and a strong stock market in 2004 were given credit for the performance of foundations.

In an otherwise positive year, there was a drop of 5.5 percent in charitable bequests. Analysts attribute the decline to a sharp drop in the number of deaths in 2004 and an expectation that the number of deaths for 2005 remained low. Charitable bequests accounted for \$17.44 billion or 6.7 percent of the total.

Other notable facts from Giving USA —

- Average charitable giving per household in 2005 is estimated to be 2.2 percent of average household disposable income, matching the 40-year average of 2.2 percent.
- Giving to educational organizations is estimated at \$38.56 billion for 2005, an increase of 13.1 percent.
- Health organizations received an estimated \$22.54 billion in 2005, a 2.7 percent increase, but a 0.7 decrease when adjusted for inflation.
- Human services organizations took in \$25.36 billion for 2005, an increase of 32.3 percent over 2004 levels.
- Giving in the arts, culture and humanities subsector declined in 2005 by 3.4 percent, or 6.6 percent when adjusted for inflation.

Giving USA is widely considered to be the "annual report" of philanthropy in America. Researched and written by the Center on Philanthropy at Indiana University, the report dates back to 1965. For a copy of the complete Giving USA 2006 report, call 847-375- 4709 or visit [www.givingusa.org](http://www.givingusa.org).

Source: Clifton Gunderson LLP, 9515 Deereco Road, Suite 500, Timonium, MD 21093 410? 453?0900

## JMU Career Fair Seeking Nonprofit Employers

Career & Academic Planning at **James Madison University** is preparing for our Spring Career Fair to be held **Monday, March 26th from 1-5pm** on campus in Harrisonburg, VA. We would like to extend an invitation to all Virginia non-profit groups to consider attending the event to speak with students about current internship and/or employment opportunities within your organization. There has been a marked increase of interest in working for non-profit organizations across all disciplines here at JMU, in addition to our very strong Non-Profit Studies minor program. We have for the first time reserved space specifically for Non-Profit employers at this year's event and are offering registration at **half price to VANNO members** wanting to attend. For details, please contact Chris Campbell at 540-568-2928 or [campbecm@jmu.edu](mailto:campbecm@jmu.edu).

## Save The Date: Conference on Nonprofits and Direct Mail

Tuesday, **March 13, 2007** at the Sheraton Hotel in Crystal City

This is Pitney Bowes' first Nonprofit Conference, specifically designed to help educate nonprofits about how to approach direct mail for fundraising purposes, etc. The focus of this conference is best practices and "what works" for fundraising, growing donor and membership lists, and increasing response rates.

Stay tuned for more details!

## Publicize Your Training Events Here

Remember to use VANNO's website calendar and monthly newsletter as a way to publicize training events you are offering. Many nonprofit staff and volunteers are willing to travel 1-2 hours in search of high quality professional development, so you may very well attract attendees from beyond your local community. Send your announcements to [info@vanno.org](mailto:info@vanno.org), or call 804-794-8689.