



November 2005

Greetings!

We are pleased to bring you the November edition of the VANNO Voice - your link to news and interest to Virginia's nonprofit sector! We encourage you to forward this valuable information to your nonprofit colleagues.

The Board of Directors is pleased to announce that VANNO has received a \$25,000 grant from the Alcoa Foundation for start-up support. These funds will allow us to expand our website content, develop an initial package of member benefits, and conduct a statewide needs assessment. We look forward to sharing more details with you as these plans take shape.

Seminar on Board/Staff Roles and Relationships

What: "Mastering the Board Game: Defining Board/Staff Roles, Relationships and Leadership" Seminar presented by nationally recognized experts Bill Charney and Jim Hyatt

When: November 13, 2005, 9:00 am – 4:30 pm

Where: Portsmouth Renaissance Hotel and Waterfront Conference Center

Fee: \$100.00

This seminar is being held in conjunction with the 2005 annual conference of the Virginia Association of Free Clinics, and is open to staff and Board members from all types of nonprofits. The full-day workshop will forever transform the way you view governing boards and how they carry out their role to become proactive leaders of their organizations. Learn seven state-of-the-art governance principles, and how to apply them in a revolutionary approach to effective group leadership.

For more details, contact VAFC at 804.340.3434, or Jessica@vafreeclinics.org, or visit the VAFC website.

[Click here to visit the VAFC website...](#)

Grant Writing Workshop in Winchester, VA

South End Fire Company and Winchester Fire and Rescue Department, in partnership with Grant Writing USA, will present a two-day grant writing workshop in Winchester on **December 1-2, 2005**. More than 4,500 government and nonprofit agencies across America now turn to Grant Writing USA for grants training. All nonprofit and government professionals are welcome to attend.

Grant Writing USA delivers nationwide training programs and workshops that dramatically enhance performance in the areas of grant writing, national foundation and government grant maker research and relations, program planning, and personal and organizational excellence. Each element plays an important role in grant writing success and all are covered in this, Grant Writing USA's signature, two- day workshop.

This workshop is suitable for beginning and experienced grant writers who desire to increase their fundraising competitiveness and broaden their funder focus.

Tuition payment is not required at the time of enrollment. Please read the "Payment Policy" section of our online registration.

Tuition is \$349.00 and includes all materials: workbook and accompanying 220MB resource CD that's packed full of tools and more than 200 sample grant proposals. Seating is limited, online reservations are necessary, and walk-ins are not allowed.

For more information including venue location and maps, graduate testimonials and instant, online enrollment, please contact Cathy Rittenhouse of Grant Writing USA at 800.814.8191 or cathy@grantwritingusa.com, or visit the Grant Writing USA website.

[For more information...](#)

Hearing Held to Highlight the Work of Charities

The Subcommittee on Social Security and Family Policy, chaired by Senator Santorum (R-PA), held a hearing entitled, "Charities on the Frontline: How the Nonprofit Sector Meets the Needs of America's Communities" on September 13. Nonprofit witnesses articulated their support of the CARE Act and tax experts provided recommendations to support charitable giving.

[Click here for a full summary...](#)

IRS Releases Draft Form 990

The Internal Revenue Service released a new draft version of its Form 990 (Return of Organization Exempt from Income Tax). The changes primarily affect the areas listing current and former officers, directors, trustees, and highly compensated employees of tax-exempt organizations, and whether those individuals have a conflict of interest due to their position with a related organization.

The new changes include the following:

- Officers, directors, trustees, and "key employees" must now be listed separately by status as either current or former.

- New information is now required for current officers, directors, trustees, and key employees:

- the total number of individuals permitted to vote on organization business at Board meetings;
- whether current officers, directors, trustees, highest compensated employees, or independent contractors listed in Schedule A are related to one another through business or family relationships;
- whether those individuals listed in Schedule A receive compensation from any other organizations, tax exempt or taxable, that are related to the organization through common supervision or common control; and
- whether the organization has a conflict-of-interest policy in place.

- Two new questions ask whether the organization has a financial account in another country and whether the organization maintains an office outside of the United States.

[Click here to download a version...](#)

IRS Introduces Leave Donation Program for Hurricane Relief

Individuals looking to help with hurricane relief efforts can donate unused leave, in exchange for a cash contribution from their employer, to a qualified organization providing help to Hurricane Katrina victims.

[For further information...](#)

The M Word: A Board Member's Guide to Mergers

The M Word provides a road map to a merger's expectations, processes and obstacles. Special sections feature sample resolutions and worksheets, and highlight the key roles executive directors and funders play in a merger. The guide also goes beyond the "M word" to offer advice on how to close down an organization. The guide is \$12.00 plus shipping and handling, and is available to order online.

[For more information and ordering...](#)

Nonprofit Genie

A free, excellent series of Frequently Asked Questions and answers about fundraising, written by the legendary fundraiser Kim Klein, is now available online! Just go to the Genie.org website, click on "FAQs" and then "Fundraising."

[To read the series...](#)

Four Great Websites for Nonprofit Board Members

www.boardcafe.org ~ Where you can find archived issues, subscribe, and more.

www.boardsource.org ~ Click on "Board Info" for free answers to frequently asked questions about Boards.

www.boardnetusa.org ~ If your Board is seeking new Board members, you can post openings on this free site. And if you're looking for a new Board

to join, you can see what organizations in your area might be interested in what you have to offer.

www.irs.gov/charities/charitable ~ The Internal Revenue Service site that includes downloadable required forms (under "Filing Requirements"), frequently asked questions about nonprofits and links to the state offices that regulate nonprofits.

Source: Board Café newsletter, BoardCafe@compasspoint.org

Communication Help

For a great free website resource for nonprofits interested in developing communications plans or deepening their strategy, check out Smart Chart. It includes interactive resources that are both effective and easy.

[Click here to visit Smart Chart...](#)

Email Techniques that Raise Money and Save Money

If you are looking for ways to increase the productivity of your online fundraising, a good place to start is good old traditional direct mail. According to Mike Baler, vice president of fundraising services for Epsilon in Wakefield, Massachusetts, many of the techniques that drive response and revenue for your mail program will work in the online environment.

Baler has four tips for the process:

1. List is still king. In the online environment, building your own list is the surest way to success. Utilizing your Web site to encourage visitors to register for offers such as electronic newsletters can make this your primary email collection tool. Also, your existing acquisition, renewal, and special event mailings are an effective method to collect email addresses.

2. Emphasize benefits. When asking for email addresses, make sure you highlight why you're asking. Will it save money? Cut administrative work? Enable the organization to provide immediate updates to keep donors informed?

3. Build that relationship. Use email to make your donors feel connected to your organization. Collect donor preferences and interests via surveys, polls and petitions, and create online forums and chat areas to let donors communicate with each other. Also, email is the perfect channel for viral marketing ("tell a friend"), and e-cards can dramatically build your email address file.

4. Your Email technique checklist:

- Be sure your objectives are clear and embraced throughout your organization. What will be the metric from which you gauge success? Click-thru rate? Number of responses? Revenue creation?
- Think in terms of campaigns instead of one-off email blasts. Email is cost effective and should be used as a series of messages such as informational updates, event invitations, fundraising appeals, acknowledgements, and additional blasts to non- responders.
- Segment your email list just like your offline mail. Use giving

history, gender, age, years of affiliation, etc.

- Cross-market with email by targeting volunteers and event attendees and always reference the donor's affiliation.
- Copy should be short and sweet, specific and powerful, timely and pertinent.
- Subject lines are critical.
- Test and test again. Every email you send should include a test of a single variable such as subject line, the person the message is from, premium offers, personalization, localization, gift array strategies.
- Include a link to your privacy policy and opt-out language.
- Track revenue, response rates, average gift online vs. offline, percentage of email file that donates, number of donors you get from your Web site vs. email solicitations - and most important, track your donors' preferences.

Measure the growth of your email address file and spot seasonal spikes and trends such as increases around special events.

Source: NPTimes NPT Instant Fundraising [newsletter@nptimes.com]
Thursday, September 29, 2005, 12:46 PM

TechSoup's FREE Weekly E-Newsletter

By the Cup is a national weekly e-newsletter highlighting the best of what's new on TechSoup.org: technology news, how-to, events, discounted software alerts, resources and more - just for nonprofits. This free e-newsletter is the easiest way to get the latest information on technology assistance providers, community boards and soup recipes!

[Click here to sign up today...](#)

Email: A Management Tip from Peter C. Brinckerhoff

I know, we all get too much email, but imagine what life was like before - our response time was so, so much slower. Organizationally, I still love email as an opening communication tool for news about the organization, keeping everyone on the same page on issues of importance and as a reminder of upcoming events. The problem is that in many organizations, all the scheduling/announcement emails go to everyone so that they begin their day assaulted by 50 or 60 emails to open, only some of which relate to their individual work or responsibilities. Here's a method to help this: define certain kinds of emails as "announcements": notices of meetings, reminders of a need to submit health care reimbursement forms, calls for volunteers for a certain project. Have all those announcements go through a designated administrative staff person who sends out **one and only one email a day** with all the announcements compiled. That way, all the staff members open one email, and scroll through the message to see what's relevant to them. This is a huge time-saver for staff. NOTE: Make sure the staff member assigned to aggregate the data is fluent in your email program, understands how to insert email links, etc.

Source: MBM Newsletter, October 2005, Peter C. Brinckerhoff. To subscribe, simply send an email to subscribe@missionbased.com.

One-stop Shopping for Federal Grants

For a single website to find and apply for over 1000 different grant programs from 26 federal government agencies, visit www.grants.gov and let the search begin!

Volunteers Feel Thanked When...

- Their name appears as a contributor on a final report, or is mentioned at a staff meeting (and they know about it!)
- They are told how something they did last month, for instance, helped with something someone else did last week
- They receive intra-agency or intra-office communications, such as memos
- They are invited to join someone for lunch or a coffee break
- They get a holiday card
- They are sent a personalized note from the director, or Board president, singling out a specific action or contribution
- Their spouse, family or boss receives a thank-you note for supporting the volunteer activity

Bush's 2006 Budget Would Promote Role of Religious Groups

President Bush's 2006 spending plan calls for taking dollars from venerable, broad-based social programs, and places many of these dollars into focused programs that would be primarily carried out by small charities and religious groups.

Simultaneously, he proposes cutting by more than one percent every spending category except those related to defense and homeland security, as well as overseas projects. Additionally, more than 150 programs would be eliminated or sharply reduced in an effort to tame the budget deficit.

Key proposals in the President's plan include:

- Eighteen neighborhood-improvement programs, including the \$4.1 billion Community Development Block Grant Program, which supports many housing development efforts, would receive less money in 2006 or be consolidated into a single \$3.7 billion program.
- An additional \$200 million would be spent to help the homeless, bringing total "homeless" spending to \$1.4 billion.
- Forty-eight education programs, including vocational training, would be eliminated. At the same time, the plan calls for an additional \$52 million for "school choice" programs that help parents send their children to private or parochial schools instead of public institutions.
- About \$50 million would be cut from a longstanding Justice Department program designed to keep children from joining gangs, while \$50 million for a new program with similar goals would be financed through the Compassion Capital Fund, which gives most of its money to religious charities and grassroots groups.

Winners & Losers for Fiscal Year 2006 (proposed)

Category / Percent Up or Down

Maternity Group Homes: New

Responsible Fatherhood Initiative: New

Citizen Corps: +233%

Compassion Capital Fund: +82%

Refugee and entrant assistance: +14%

Peace Corps: +9%

National Senior Service Corps: +2%

Fund for Improved Post-Secondary Education: -86%

Adult Education: -62%

Community Service Block Grants: Eliminated

Juvenile Justice: Eliminated

Vocational Educational Grants: Eliminated

Source: "Nonprofit Insight" e-newsletter, Clifton Gunderson LLP,
Timonium, MD 21093, 410.453.0900