



THE VANNO VOICE

Virginia Network of Nonprofit Organizations (VANNO)
*Providing affordable information, resources and advocacy for
nonprofit organizations throughout Virginia.*

September 2007

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Dear Deborah,

We are pleased to bring you the September 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.

Training and Networking Opportunities



**Who's Got Next? A Conference Addressing the Leadership
Crisis among African-American Nonprofit Organizations**
September 26, 3:00-5:00 p.m.
Washington, DC

[On-Line Volunteer Management Resource Training](#)

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Join Our List

[Join Our Mailing List!](#)

Join representatives from over 100 of the nation's leading African-American social justice, advocacy and membership organizations in a critically important dialogue on the leadership crisis facing the nonprofit, African-American community. An expert panel from the academic, foundation, human resources and public sector communities will lead a discussion on the strategies being sought to retain the current generation and cultivate the next generation of African-American nonprofit leadership. Learn more about the event, cosponsored by Nonprofit HR Solutions and American Humanics, by visiting [Who's Got Next? Addressing the Leadership Crisis Among African-American Nonprofit Organizations](#).

Your Money or Your Mission

VANNO Discount to National Conference on Nonprofit Enterprise

September 26-28
Arlington

The National Center on Nonprofit Enterprise will be hosting its national conference, at the Sheraton National Hotel, Arlington, VA. VANNO has negotiated with NCNE to allow VANNO members to register to attend the conference at the NCNE Member rate. This translates to a \$100 discount off the full conference registration. (A single day registration is available to VANNO members as well.)

NCNE is pleased to partner with VANNO to provide this discount to VANNO members in light of Virginia serving as the host state for the conference. Details about the conference program can be found at [NCNE: Conference Program and Speakers](#). In order to ensure that you are able to take advantage of this special negotiated rate, download the registration form from the "Registration and Rates" page. You can reach this page by directing your browser to [NCNE: Registration and Rates](#). Please complete the form, marking it clearly "VANNO" and fax it to 501.637.2807 with payment details, or mail it with payment to:

National Center on Nonprofit Enterprise
c/o Virginia Tech Institute for Policy and Governance
205 S. Patrick Street
Alexandria, VA 22314

We hope you will take advantage of this opportunity to expand your knowledge and increase your networking!

Building Blocks for Board Members

October 24th, 3:30 pm to 5:30 pm

Roanoke

If you've ever wondered what makes a successful board, what are your legal responsibilities, what roles do Board members play, and how to work with an Executive Director, this is the workshop for you! Refreshments and Q/A following workshop. Sample forms and resource materials will be provided to participants. This event is hosted by Rappahannock Non-Profit Center, presented by VANNO, and supported by a grant from the Alcoa Foundation. Download a registration form at www.vanno.org.

Grant Writing USA Signature 2-Day Workshop

October 11-12

Warrenton

Fauquier County, in partnership with Grant Writing USA, is pleased to present this workshop. All nonprofit and government agencies 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. This workshop is suitable for beginning and experienced grant writers.

For more information including venue location and maps, graduate testimonials and instant, online enrollment, please visit GrantWritingUSA.com or contact Cathy Rittenhouse at Grant Writing USA (800.814.8191 or cathy@grantwritingusa.com) or Judith L. Risdon at Fauquier County (540.347.8688 or judy.risdon@fauquiercounty.gov).

Back to School

Autumn is a good time to think about continuing your own education as well as that of the children in your communities. Many academic institutions across Virginia offer high quality, accessible and affordable training for nonprofit staff and volunteers. Visit the website of one of Virginia's public or private colleges or universities: Virginia.gov - Public & Private Colleges & Universities. Do a keyword search for "nonprofit" to see what training resources are available to your nonprofit's staff and volunteers.

VANNO Information Meetings for State Health Plan for Nonprofit Employees



VANNO will conduct informational seminars around Virginia over the next two months for nonprofits interested in accessing group health insurance benefits through VANNO's partnership with its sister organization, the Center for Nonprofit Advancement.

October 2, 2007

11:00 a.m.

Disability Resource Center
409 Progress Street
Fredericksburg, VA 22401
(540) 373-2559

October 18, 2007

9:00 a.m.

VOLUNTEER Hampton Roads
400 West Olney Road, Suite B
Norfolk, VA 23507
(757) 624-2400

Attend one of these information seminars and take advantage of the opportunity to speak directly with representatives of the insurers, as well as representatives of VANNO and CNA. You will learn about the choice of health plans and types of coverage, enrollment procedures, and membership requirements.

The key features of the health plan include a broad choice of health plans, guaranteed issue of medical coverage, and the option of COBRA coverage for employees. VANNO member nonprofits will be able to join the Center for Nonprofit Advancement for \$100 a year (if located outside the Center's Northern Virginia service area) and have access to all the benefits available in the Center's Health Care Program, including medical provided through insurance carriers Kaiser Permanente and United Healthcare; dental; vision; and life insurance.

See the fact sheet with details on this new VANNO member benefit at www.vanno.org.

Save Your Money for Your Mission

VANNO has teamed up with ReadyTalk to offer its members a Two Week Free trial of Teleconferencing and Web Conferencing.*

How can your organization use ReadyTalk conferencing?

- Daily Teleconferencing: Hold board and committee meetings. Collaborate with colleagues across the state or country.
- Phone & Web Meetings: Share your desktop. Work on budgets or show slide presentations. Communicate with your donors and other stakeholders.
- Training: Recruit and train new volunteers, board and staff members.
- Simplify & Save: Save time and money. Reduce travel expenses.

Find out why hundreds of Nonprofits are already using ReadyTalk to help save their money for their missions!

Click here to sign up for your two-week free trial now: [ReadyTalk - NCNA Partner Page](#).

*Trial applies to new ReadyTalk customers only.

Voter Education -YES; Electioneering - NO



officials from the following sources:

[Alliance for Justice](#)

[Center for Lobbying in the Public Interest](#)

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The recent Labor Day weekend ushered in the Fall election cycle with statewide campaigning under-way.

Learn what is permissible activity for your organization and how to engage effectively and legally with elected

[NP Action](#)

New IRS Rules: Organizations with <\$25,000 Annual Income, Supporting Organizations, and Annuities



Look out for your letter from the Internal Revenue Service informing you of the new Form 990-N, Electronic Notice (e-Postcard) for Tax-Exempt Organizations Not Required to File Form 990 or 990-EZ. Further details, including frequently asked questions and a copy of the educational letter are also available on the [Charities and Nonprofits section of IRS.gov](#).

The IRS also has started mailing educational letters to small supporting organizations to inform them of new filing requirements as a result of legislative changes that are effective for tax periods ending after August 17, 2006.

Finally, the IRS recently issued the first comprehensive revision of regulations in 43 years for tax-sheltered annuity plans. See the article at [IRC 403\(b\) Tax-Sheltered Annuity Plans - Overview of the 403\(b\) Final Regulations](#) for a discussion on the new regulations under Internal Revenue Code section 403(b).

Google Apps is now FREE for Non-Profit Organizations!!!

Google Apps for Non-Profit Organizations is a free email and collaboration platform for your entire organization. Learn more about the new, affordable resource at [Google Apps](#).

SunTrust "My Cause" Promotion

SunTrust Bank is pleased to deliver "My Cause", a special promotion built around its core value of giving back to local communities. This promotion provides a great way for your supporters to help your organization raise funds.

SunTrust's My Cause promotion offers clients who open a new checking account the choice to have SunTrust give \$100 to their favorite charitable organization, or to receive a \$50 gift card for their own cause. The My Cause promotion applies to anyone who opens a new SunTrust checking account - personal or business - from August 6 through October 12, 2007.

For more information go to [Suntrust - My Cause](#).

New On-Line Volunteer Management Resource Center



[Action Without Borders/Idealist.org](#) is excited to announce the launch of the [Volunteer Management Resource Center](#), a FREE, comprehensive online source for new tools and existing resources to support volunteer management professionals in nonprofit organizations.

Through the VMRC, you can locate geographic or service-specific networks and professional development opportunities as well as access best practices and resources on a wide variety of topics. There is also a space dedicated to informing job seekers about the profession, including why it matters and how professionals can advocate for the field.

Take Advantage of Local Cooperating Collections to Increase Your Fundraising Capacity



The Foundation Center's Cooperating Collections are free funding information centers in libraries, community foundations, and other nonprofit resource centers that provide a core collection of Foundation Center publications and a variety of supplementary materials and services in areas useful to grant seekers, including funding research. Visit one of these collections near you:

Washington County Public Library, Abington

Arlington County Public Library

Center for Nonprofit Excellence, Charlottesville

Central Rappahannock Regional Library, Fredericksburg

Fairfax County Public Library

Hampton Public Library

Appomattox Regional Library System, Hopewell

VOLUNTEER Hampton Roads, Norfolk

Richmond Public Library, City of Richmond

Roanoke City Public Library System

Virginia Beach Public Library System

**Accommodating People With Disabilities In
Disasters: A Reference Guide To Federal Law**

The Department of Homeland Security's Federal Emergency Management Agency (FEMA) has released a new reference guide that outlines existing legal requirements and standards relating to access for people with disabilities. *A Reference Guide for Accommodating Individuals with Disabilities in the Provision of Disaster Mass Care, Housing and Human Services* is the first of a series of disability-related guidelines to be produced by FEMA for disaster preparedness and response planners and service providers at all levels.

"Federal law is very clear about accommodating people with disabilities in emergencies and disasters. Everyone involved in emergency management needs to understand and know what their responsibilities are in preparedness, response and recovery operations," FEMA Administrator R. David Paulison said. "This Reference Guide is an important tool for emergency planners, responders and government agencies as they work toward meeting the needs of people affected by emergencies and disasters. FEMA is committed to ensuring that its programs and emergency operations meet the needs of people with disabilities."

A full copy of the Guide may be accessed at www.fema.gov/oer/reference.

Congratulations!!!



CONGRATULATIONS to VANNO member VOLUNTEER Hampton Roads for being recognized as the Nation's Outstanding Volunteer Center. The prestigious George W. Romney Volunteer Center Excellence Award is presented annually by The Points of Light Foundation at the Annual National Conference on Community Volunteering and National Service. VOLUNTEER Hampton Roads was selected from a field of over 350 volunteer centers in the country. Receipt of the award coincides with the organization's 50th Anniversary year. The award recognizes excellence in Volunteer Center core competencies, which include:

- Connecting volunteers with the opportunity to serve
- Building local capacity for effective nonprofit management
- Promoting volunteerism
- Participating in strategic initiatives that mobilize volunteers to meet local needs

VOLUNTEER Hampton Roads President and CEO, Elizabeth Lloyd, is also a member of the VANNO Board of Directors.

A Charity Badge to Raise Dough?

By Lance Trebesch and Taylor Robinson

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www.ticketprinting.com

A [charity badge](#) is a small widget often including a picture, brief description of the organization, and link to where you can make a donation. The beauty of the charity badge is that it allows users to share with one another by simply clicking on "get this badge" (wording may vary depending on badge provider) then copy and paste the html code onto their website or blog. Much like a chain letter, the potential for spreading the badge is great especially when used on social networking sites or blogs. CLICK on [Network for Good - Create Your Charity Badge](#) for an example of a charity badge.

Charity badges are increasing in popularity and may become more important in the future. To decide if a charity badge is right for your nonprofit, you will want to know the following

3 Reasons a Charity Badge May Not Help Your Organization

1. **Campaign Success-** While there are some noted exceptions such as the [Sharing Foundation's](#) astounding \$100,000 raised in only 3 weeks ([TechSoup](#)); the majority of charity badge fundraisers have less impressive results. According to TechSoup's article "[Show Me the Numbers: Can Group Fundraising Help You?](#)" which collected data from group fundraising sites (these numbers do not exclusively reflect charity badge fundraisers) the average group fundraiser only yielded revenue of \$692.80.

2. **Number of Participants-** The concept of charity

badges is still relatively new and is not yet widespread. The average group fundraising campaign has anywhere from 4-40 donors (TechSoup).

3. **Personal Contact-** People are more compelled to give to a cause if they receive acknowledgement for their donation. One problem with online donations is that there is little or no personal connection between the organization and the supporter. According to [Mashable](#), a social networking news site, a RockYou charity widget received 2,257,505 views but only was able to generate \$69 during that time period.

5 Reasons Why You Should Use Them Anyways

1. **Awareness-** Awareness is the most important reason to create a charity badge. While there is potential for a highly successful fundraiser, the most likely benefit will simply be that more people are exposed to your cause and are now aware of the organization.
2. **Inexpensive-** [ChipIn](#) and [Network for Good](#) currently do not charge to create badges. The only potential cost associated would be the labor involved with creating and promoting a badge and potential credit payment fees.
3. **Community Networking-** Having your badge placed in specific targeted locations can help you reach new demographic groups. Furthermore, you will be able to easily track who is interested in your cause by seeing who puts your badge on their website, blog, or social network profile.
4. **Targeted Audience-** According to [Wikipedia](#), more than 61% of all donations come from personal requests. A charity badge is often shared from one friend to another, making requests targeted to individuals who may donate. For example, if you were an environmental nonprofit, then you could place your badge on an established "environmental group" within a social networking site and friends in the group would share the badge, giving it a much more targeted viewing.
5. **Unknown Future-** The future of charity badges is still largely up in the air. By experimenting with badges now, your organization will gain a better understanding for how they work and how to effectively utilize them in the future.

How to Create a Badge

Creating a badge is very easy and can be done in a matter of minutes. Simply follow the step-by-step instructions on your providers' website. Some of the most popular providers include, [Network for Good](#), [ChipIn](#), and [CareBadges](#). For information about more general group fundraising providers visit the [About Micro-Philanthropy](#) website which has a comparison of the most popular providers.

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, or call 804-721-9930.

Email: info@vanno.org

Phone: 804-721-9930

Web: www.vanno.org