

NONPROFIT MATTERS



Volume III, Issue II

2nd Quarter 2007

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Specialized trainings this quarter

New grant writing series & marketing/public relations seminar

The Center is continually building on its core curriculum to give you even more local, affordable opportunities for professional growth. This quarter proves no different with new trainings on the calendar in two highly relevant topics: *Advanced Grant Writing* and *Marketing and Public Relations for Nonprofits*.

The grant writing series will be especially exciting for those ready to move beyond *Grant Writing 101* and delve into even more specialized, detailed instruction. To meet an expressed need of its clients, the Center has developed two new courses which will further explain areas only briefly covered in previous grant training.

The first workshop in this series, *Budgeting for Grants*, will cover developing an effective grant proposal budget. Participants will study the grant budgeting process from a blank spreadsheet to a fully developed proposal budget ready for submission to a funder. Learn how to work with program staff to obtain the information and insight necessary to gain funding for your organization. If you have ever stared at a blank spreadsheet wondering where to start developing your budget, this class will be a great benefit to you. The class will be held April 10

from 1-4 p.m., and the fee is \$40 for partners or \$65 for nonpartners.

Next in the series is *Advanced Grant Writing*, which will focus on proposal development. This 12-hour course will walk participants through the steps of developing a successful grant proposal, and incorporating the critical components of successful proposals while matching them to the grant maker's requirement and interests. Participants may bring their own RFP's and work on them during the course to receive one-on-one help from the instructor. The course will examine the steps to building effective relationships with funders, understanding the decision-making process, and the rules relating to submitting, re-submitting and mass submitting proposals. It will also include an overview of grant regulations for administering the project after the money is received. The seminar takes place on April 25, 26, and 27 from 1-5 p.m. each day. Partners



Photo credit: John Hayes

See *Grant Writing/PR*, Page 5

CNP Staff

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Nonprofits' shared staff a shared success

The first quarter of the Center's shared staffing program was a success. The Lookout Mountain Land Trust, Reflection Riding Arboretum & Botanical Garden, and Tennessee River Gorge Trust are in the process of developing three comprehensive volunteer programs by sharing the time and energy of the Center's newest employee, Sarah Quattrochi.

Sarah serves each organization by recruiting volunteers, planning work days and ongoing activities, assisting with special events,

and taking the time to recognize all of the hard work that the volunteers give to each organization in order to help them accomplish their missions more efficiently and effectively.

The innovative nature of this collaboration has not gone unnoticed. In January, the *Chattanooga Time Free Press* published an article entitled "*One-size manager fits 3 local nonprofits*" describing the project. Besides increased

See *Shared Staff Update*, Page 5

Course Information & Descriptions

Space is limited & advance registration required. Visit www.cnpchatt.org to register.

Volunteer Management Certification Series- After wrapping up a successful series in Athens, TN, the Center for Nonprofits is bringing this comprehensive, nationally-recognized training back to Chattanooga! See page 8 for series description.

When: First Tuesday of each month from 1-4 p.m.

Where: Center for Nonprofits, 630 Market Street, Chatt., TN

Fee: CNP Partners: \$40 per course or \$320 for entire series

Non partners: \$75 per course or \$520 for entire series

PLUS! Free Workbooks accompany each of the courses, with "take-home" resources on all eight topics.

Register online for the classes listed below or for the entire series at www.cnpchatt.org.

- 5/1 Course 1—Understanding Volunteerism
- 6/5 Course 2—Planning Your Volunteer Program
- 7/3 Course 3—Recruiting & Placing Volunteers
- 8/7 Course 4—Orienting & Training Volunteers
- 9/4 Course 5—Supervising Volunteers
- 10/2 Course 6—Evaluating Your Volunteer Program
- 11/6 Course 7—Engaging Volunteers from Low Income Communities
- 12/4 Course 8—Engaging the New Senior Volunteers

Fundraising for Beginners -This course will introduce the components of developing, implementing and evaluating a successful fundraising program with a nonprofit. It will include discussion of a variety of fundraising activities including individual donors, mailings, special events, and other basic techniques. It is highly recommended for an organization that has a small fundraising program and wants to expand or for an organization that wants to start a more dynamic fundraising program. Instructor: Nora Ernst, Ph.D.

When: April 17, 1-4 p.m.

Where: Center for Nonprofits

Fee: \$40 Partners/ \$65 Nonpartners

Nonprofit Website - Greg Pearson of *WilliamsWeb* and *SiteNow!* will be here to answer your questions about web design, content, online marketing, and visibility. You have some ideas and wishes for your website. This workshop will give you how-tos and point you to some resources to make those ideas and *Continued next column*

wishes a reality. There will also be a brainstorm session as participants look at each other's websites and share "uh-ohs," ideas and "what-if's." The workshop is free to CNP members and affiliates and lunch will be provided. Class size is limited to the first thirty participants, so don't delay your registration! Learn more about *SiteNow!* at www.sitenowrightnow.com. Instructor: Greg Pearson

When: April 19, 12:30 - 4:30 p.m.

Where: Center for Nonprofits

Fee: Free!

Primer Course on Evaluation - Planning and evaluation are essential elements for nonprofits. However, these activities are often thought to require a consultant and be extremely time-consuming. This course will provide a discussion of the basic elements of planning and evaluation and how they go hand-in-hand. It will also explore a variety of evaluation activities that can be conducted internally with information most agencies are currently collecting or could collect quickly and easily. Instructor: Nora Ernst, Ph.D.

When: April 24, 1-4 p.m.

Where: Center for Nonprofits

Fee: \$40 Partners/ \$65 Nonpartners

Solving the Mystery of Outcome Measures -By using logic models, you can unravel the mystery of outcome measures. The ability to identify outcomes and to anticipate ways to measure them provides a clear road map to programmatic success. This class will enhance a program director's ability to design and deliver programs that have long and short-term measurable results. Instructor: Angie Hatcher Sledge

When: May 8, 9 a.m.- 12 p.m.

Where: Center for Nonprofits

Fee: \$40 Partners/ \$65 Nonpartners

Customized training is just a call away!

The Center makes available customized training programs upon request. If interested in a specific training topic or course that is not currently being offered, call the Center and let us know. Once we have at least five committed participants we will schedule a class for you, or **you can host a training event at your location just for your staff.**

Visit the Center's website at www.cnpchatt.org for a complete menu of training topics.

April 2007

4/5 Vol. Mgt. 7 & 8 *Engaging Senior Volunteers and Volunteers from Low-Income Communities*, 9 a.m.—noon; SouthEast Bank Community Room, Athens, TN

4/10 Budgeting for Grants, 1-4 p.m. (*see pg. 1*)

4/13 CNP Advisory Board Meeting, 12– 1 p.m.

4/14 CABDP Retreat, 8:30 a.m.– noon (*see pg. 5*)

4/17 How to Use the FC Search, 11 a.m.- noon

4/17 Fundraising for Beginners, 1 –4 p.m.

4/19 Nonprofit Website, 12:30 - 4:30 p.m.

4/19 CABDP Class 1, 5:30-8 p.m. (*see pg. 5*)

4/24 Primer Course on Evaluation 1-4 p.m.

4/ 25, 26 & 27 Advanced Grant Writing 1, 2, and 3 1-5 p.m. each day (*see pg. 1*)

4/26 CABDP Class 2, 5:30-8 p.m.

May 2007

5/1 Vol. Mgt. 1 *Understanding Volunteering*, 1– 4 p.m.

5/3 CABDP Class 3, 5:30-8 p.m. (*see pg. 5*)

5/8 Outcome Measures, 9 a.m.– 12 p.m.

5/10 CABDP Class 4, 5:30-8 p.m. (*see pg. 5*)

5/16 CEO Roundtable, 12-1 p.m. (*see pg. 5*)

5/17 CABDP Class 5, 5:30-8 p.m. (*see pg. 5*)

5/22 CABDP Graduation, 12-1 p.m.

5/24 Annual Development Plan, 1-4 p.m.

5/29 How to Use the FC Search, 11 a.m.– noon

June 2007

6/5 Vol. Mgt. 2 *Planning Your Vol. Program*, 1– 4 p.m.

6/8 CNP Board Meeting, 12– 1 p.m.

6/12 Marketing/PR for Nonprofits, 8:30 a.m.– 5 p.m. (*see pg. 5*)

6/20 CEO Roundtable, 12– 1 p.m. (*see pg. 5*)

6/26 How to Use the FC Search, 11 a.m.- noon

* All trainings held at the Center for Nonprofits, 630 Market Street, Chattanooga, TN, unless otherwise noted.

Planning for Fundraising Success: The Annual Development Plan -A carefully crafted development plan assures that the fundraising activities of your organization are balanced and on track for achieving financial success. Well-developed plans are not merely a calendar of activities but involve careful assessments, clear communication activities, and full board and staff commitment. This class will take participants through the development planning process in time to start the new fiscal year! Instructor: Angie Sledge

When: May 24, 1-4 p.m.

Where: Center for Nonprofits

Fee: \$40Partners/ \$65 Nonpartners

FC Search Training—Using the Foundation Center’s searchable database, learn how you can access information from more than 80,000 private and public grant making institutions, including giving interests, application requirements, news, requests for proposals, publications, key officers and staff, and Forms 990. Instructor: Jessica Crandall

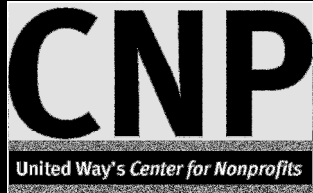
When: April 17, May 29, and June 26, 11 a.m.– noon

Where: Center for Nonprofits

Fee: Free!

Affordable, quality consulting and facilitation

Draw on the Center for Nonprofit’s bank of expert consultants in areas of: board development, community engagement, fund development, grant research and writing, marketing, outcome measurements, staff development, strategic planning, and volunteer management. Visit www.cnpchatt.org or email Angie Sledge at angiesledge@cnpchatt.org for more information.



—Empowering Our Partners —

The Center for Nonprofits offers a wide range of services to help nonprofits improve their management skills and operate more efficiently.

Partners of the Center benefit from these services with significant savings and perks.

Become a partner and start benefiting today!
 Joining is simple—visit www.cnpchatt.org to apply online or call (423) 752-0300.

“If you’re a nonprofit organization, you can’t afford *NOT* to be a member of the CNP!”

-Jerilyn Sanders,
 Weekend Academy

Membership is affordable for agencies of all sizes:

Agency Budget	Fee
Under \$50,000	\$ 50
\$50,000—\$99,000	\$ 75
\$100,000—\$499,000	\$100
\$500,000—\$999,999	\$125
\$1,000,000—\$4,999,999	\$150
\$5,000,000 and up	\$200

Training Resources— Enjoy a savings up to 40% off the Center’s high quality training workshops. Partners pay only \$40 for most courses, compared to the non-partner rate of \$65. Custom Training is available and can help your organization save even more money! New Horizons Computer Training courses—regularly priced at \$225 – are discounted 33% for CNP partners.



Consulting & Facilitation— Save 40% on consulting and facilitation services. The Center hosts an expert bank of consultants that can help your organization with strategic planning, organizational assessments, board development, grant research and writing. Partners also receive discounted rates for facilitators to assist with retreats, mergers and focus groups.

Library Resources— Sponsored by First Tennessee, the CNP’s Resource Library is open to everyone, but only partners may check out books. Titles cover all aspects of nonprofit management including fundraising, grant writing, board development, volunteer management, strategic planning, and evaluation. The library is also a cooperating collection of the Foundation Center—allowing visitors to research more than 80,000 funding foundations.



Online Information— The Center’s website, www.cnpchatt.org, features valuable resources and information available only to partner agencies. The Website is updated regularly, assuring the most recent nonprofit resources are at your fingertips!

Research— Let the Center’s staff save you valuable time and money by researching the Foundation Center resources for you. Members save 40%!

Board Bank— Do you need quality board members or are you looking to join a board? The Center manages a board bank of trained and committed community minded volunteers. CNP partner agencies receive first priority for all referrals.

Nonprofit Management Helpline— “Don’t struggle to recreate the wheel!” The Center’s staff is available to help partner agencies on a variety of nonprofit management issues. Call or email us as your questions. We are ready to help with anything relating to daily operations to long-range, strategic planning.

Funding Announcements— Receive immediate funding notifications through the CNP email announcements. Additionally, the Center shares the latest information that can help you better manage your nonprofit.

Marketing & Advertising—Tap into a significant segment of the nonprofit sector through the Center’s publications and website. Partners receive **free job postings** on the website and **community calendar**.

Organizational Assessments— Save 40% on comprehensive analysis of your agency’s organizational leadership (board and management staff), financial processes, strategic planning, resource development, marketing, outcome measurement, strategic alliances, social entrepreneurship, and volunteer management. These assessments are affordable and a great time saver in preparing SWOT Analysis for strategic planning

Website Design & Development— Member agencies receive **an additional 20% off** the already low nonprofit rate from *Site Now!*, administrator of the Center’s new website.

CNP to host monthly *CEO Round Table* lunch sessions

Many nonprofit Executive Directors find themselves managing a “balancing act” of responsibilities, not only in leading their employees and keeping their boards connected, but also administering daily tasks sometimes unrelated to their job descriptions. Their unique challenges and responsibilities can lead some ED’s to think “it’s lonely at the top!”

It doesn’t have to be anymore! The Center for Nonprofits will now host the **CEO Round Table**, to be held on the third Wednesday of each month from 12- 1 p.m. These interactive, brown-bag lunch sessions will create a unique forum for nonprofit ED’s to unite and learn from each other. **The meetings are free, and open exclusively to those with five or more years of ED experience who work for a CNP member agency. First**

Things First’s executive director Julie Baumgardner will serve as meeting facilitator.

During the first session on May 16, participants will set the parameters for the meetings to follow based on their needs and interests. Some suggestions have included: issue-focused leadership discussions of monthly topics; discussion of leadership-based books; or discussion of steps outlined in Jim Collin’s renowned book From Good to Great.

If interested in one of the above proposals, or in suggesting an alternative, be sure to attend the May 16 session so your input can guide the structure of these meetings for the months to come. RSVP by emailing angiesledge@cnpchatt.org.

Grant writing/ PR (from page 1)

receive a discounted rate of \$240; nonpartners pay \$390.

New Seminar: Public Relations and Marketing for Nonprofits

You’re familiar with the phrase, “everybody is a fundraiser,” but consider also how everybody engages in public relations and marketing! This seminar is designed to address communication issues and situations unique to nonprofit organizations. Whether you come from a marketing background or simply put your “marketing hat” on occasionally, this will help you streamline your efforts to not only better your performance but that of your entire organization!

To view the complete training calendar, see page 3 or register online at www.cnpchatt.org.

Shared staff update (from page 1)

media attention, the organization’s executive directors happily report the success of the project has surpassed their expectations. One said he feels as though he has hired a full-time coordinator!

The first quarter ran from October through December of 2006. During this time, 216 volunteers gave 760 hours of service. Of these volunteers, 138 were serving these organizations for the first time. Their service has a monetary value of \$13,718.91 based on the Independent Sector’s hourly rate for volunteerism of 18.04.

As we anticipate the arrival of Spring, there will be many opportunities for volunteers to serve. If you are interested in volunteering with the Lookout Mountain Land Trust, Reflection Riding Arboretum & Botanical Garden, or Tennessee River Gorge Trust, please contact Sarah Quattrochi at (423) 653-0091 or sarahq@cnpchatt.org.

This program wouldn’t be possible without the innovative support from the Benwood Foundation, Community Foundation, Lyndhurst Foundation, and Tucker Foundation.

NOTE: Due to the program’s success, the Center for Nonprofits is considering similar ventures and compiling a list of interested organizations. If you are interested in shared staff positions that will save your organization money and time, while providing the full-range of services that volunteer coordinators can offer, contact the Center for Nonprofits at 432-752-0300 or email angiesledge@cnpchatt.org.

Chatt. Area Board Diversity Program

The Spring class is now forming! See page 3 for class dates. Visit www.cnpchatt.org or call 423-752-0300 for more information and an application form.

The Chattanooga Area Board Diversity Program (CABDP) identifies, recruits, and trains members of the community to serve on nonprofit boards of directors.

Nonprofit PR/Marketing Seminar

June 12, 2007

8:30– 9 a.m.	Registration
Session I 9– 11:30 a.m.	Media Training: How to Present Yourself and Key Executives to the Media
Working Lunch 11:40 a.m. -12:50 p.m.	Nonprofit/Corporate Sponsorships
Session III 1– 2:50 p.m.	Crisis Management for Nonprofits
Session IV 3– 5 p.m.	Your Organization’s Branding: What, Why and How

Register Early and Save!

Pay by May 31: Partners \$100/ nonpartners \$175

After May 31: Partners \$125/ nonpartners \$200

Registration include lunch and handouts.

Center for Nonprofits - “Empowering Nonprofits in Our Community”

The Center for Nonprofits mission is to help nonprofit organizations operate more efficiently and effectively in achieving their missions. The Center for Nonprofits serves nonprofit agencies in East Tennessee, North Georgia, and North Alabama. The Center provides general training workshops, custom tailored training programs, consulting and facilitation services, board development, and a resource library dedicated to nonprofit management.

Southeast Tennessee Chapter Association of Fundraising Professionals



2007 AFP Chapter Board

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**Post Your Job
Openings through AFP**

**Email brief
announcements to
angiesledge@uwchatt.org**

Congratulations to Josh McManus (Allied Arts) – Chamberlain Scholar –

Josh McManus will be attending the *International AFP Conference* in Dallas, Texas. The Chamberlain scholarship is for members who have never attended the Conference. Applications are accepted annually in the Fall so watch later this year if you'd like attend the 2008 Conference.

Megan Bales (Alzheimer's Association), Julie Beach (Tennessee River Gorge Trust), Gina Crumbliss (Ronald McDonald House), Christine Estoye (Siskin Children's Institute), Peggy Lowe (Bethany Christian Services), and Brad Waye (Chattanooga Endeavors) are the 2007 McClarty Scholars. McClarty scholarships are given to those new to the fundraising profession and they receive a one-year introductory membership and are asked to volunteer for the Chapter. Applications are accepted annually in the Fall.

We welcome the following new members to the SE Tennessee Chapter (9/06-2/07):

- Ann Billingsley (Memorial Health Care System Foundation)
- Hollie A. Daugherty (Public Education Foundation)
- Lori Hensley Hairrell (READ Chattanooga, Inc.)

- Stephanie B. Hernandez (Precept Ministries International)
- Phyllis Maynor (Memorial Health Care System Foundation)
- Jean Payne (Memorial Health Care System Foundation)
- Katie A. Welch (Hospice Chattanooga)
- Sara V. Williams (WTCI-TV Channel 45 PBS)

We also welcome M. Wade Kelley, CFRE (Chattanooga Symphony & Opera) who has transferred to our Chapter from the Premian Basin Chapter.

If you are not a member of the SE Tennessee Chapter of AFP, now is the time to join! As a member of AFP you will receive a discount on the AFP International conference. Members also attend the local chapter meetings free, which provide an opportunity to network with other **local fundraisers**.

If you need information on membership, check out the AFP website at www.afpnet.org or contact our Membership Coordinator Karla Kurtz at (423) 618-8225 or kskurtz@earthlink.net.

Stay up-to-date with AFP e-announcements

The SE Tennessee Chapter of AFP maintains monthly email announcements through the Center for Nonprofits. This newsletter contains meeting, speaker, and scholarship information as well as listings of local and area job openings. If you are not a member of AFP but would like to be included in our email newsletter circulation, please email Angie Sledge at angiesledge@cnpchatt.org.

Mark your calendar for AFP upcoming programs

WEDNESDAY, APRIL 25, 2007

9:30 a.m. – 1:00 p.m.

EXTENDED SESSION

Ronald McDonald House

Free for members; \$50 for non-members

Major Gifts: Finding the Perfect Donors Who Love Your Mission and Stay with You for Life

Presented by Linda Ray, Benevon (formerly Raising More Money) Training Instructor. *Stop suffering on the annual fundraising treadmill. Learn a tested and proven system to rapidly identify and cultivate the perfect major donors who love your mission—donors who will give for operations, capital, and endowment. Learn how other organizations have mushroomed their major gifts programs year after year. Engage your board without requiring that they ask for money.*

WEDNESDAY, MAY 23, 2007

10:00 a.m. – 1:00 p.m.

EXTENDED SESSION

Ronald McDonald House

Free for members; \$50 for non-members

The Ethical Leader, Decision Making in a Complex Environment Presented by Barbara Levy, ACFRE

Ms. Levy is a nationally recognized speaker on organizational and board development, planning and fundraising. She is one of 75 individuals nationally to qualify for and earn the Advanced Certified Fundraising Executive. She is a published author of works including *The NSFRE Fund-Raising Dictionary*. She also co authored *Successful Special Events: Planning, Hosting, and Evaluating*. Among her many volunteer activities

is her current service on the AFP Ethics Committee.

WEDNESDAY, JUNE 27, 2007

11:00 a.m. – 1:00 p.m.

Ronald McDonald House

Free for members; \$35 for non-members

Topic and speaker TBA

FRIDAY, AUGUST 17, 2007

7th Annual Tennessee Valley Fundraising Institute presented by AFP, The Center for Nonprofits and the Planned Giving Council. Mark your calendar for this day-long program. More information and the reservation form will be mailed to you directly from the Center for Nonprofits.

WEDNESDAY, SEPTEMBER 26, 2007

11:00 a.m. – 1:00 p.m.

Ronald McDonald House

Free for members; \$35 for non-members

Round Table Discussions

Hot topics and lively discussion for today's development professional. Learn how and what your counterparts are doing.

WEDNESDAY, NOVEMBER 7, 2007

11:30 a.m. to 1:30 p.m.

National Philanthropy Day Luncheon presented by AFP. Mark your calendar for this event to honor community philanthropists and volunteer leadership. Reservations and information will be forwarded to you separately in the mail. This annual event is a sellout so RSVP early.

Email your reservation for monthly meetings to Jane Kaylor at jane@rmhchattanooga.com. Because lunch is provided at each meeting, reservations are required.

AFP members find new online fundraising resources

Your AFP chapter representatives are continually on the lookout for online tips and resources available to your organization, many of which are free for the asking.

A few of those resources found recently include Good Search, a search engine powered by Google that allows users to choose a nonprofit. When the search engine is used, a penny is given to the registered charity. To register or try searching with this tool, visit www.goodsearch.com.

Another tool is found at www.4imprint.com, which actually gives \$500 worth of marketing items away every day to a nonprofit. This has worked locally! Ronald McDonald House benefited from this option by receiving \$500 worth of

crayons imprinted with their *Care Mobile* program name to give away at Health Fairs. To nominate your charity, visit www.4imprint.com to complete a user-friendly form.

Finally, a website called www.coolpeoplecare.com is run by February's AFP program presenters, Sam Davidson and Stephen Moseley. Take a moment to visit this site, if nothing else but to sign up for 5 minutes of caring every day.

If you come across a resource online or elsewhere which you think may be of interest to your fundraising colleagues; pass the information along through AFP! With so many opportunities available, it helpful to know which are worth exploring.

AFP Mission Statement

AFP, an association of professionals throughout the world, advances philanthropy by enabling people and organizations to practice effective and ethical fundraising. The core activities through which AFP fulfills this mission include education, training, mentoring, research, credentialing, and advocacy.

THE CENTER FOR NONPROFITS

United Way's Center for Nonprofits

630 Market Street
P.O. Box 4027
Chattanooga, TN 37405

www.cnpchatt.org

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Include your events
on the Online
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Community
Calendar at
www.cnpchatt.org

Second quarter kicks off Volunteer Management Series

Join the dozens of Chattanooga professionals who have become **Certified Volunteer Managers!** The Volunteer Management Certification Series will do more than add another line on your resume, it will literally transform the way you manage your organization's volunteers.

After wrapping up a successful session in Athens, TN, the series is now being offered again in Chattanooga. Developed and perfected by a broad range of community organizations and volunteer managers through the Points of Light Foundation, this comprehensive training series addresses every aspect of volunteer management.

Whether your program is formal or informal, if you are paid staff or a volunteer yourself, if you manage other volunteers, the best practices presented in this training will improve your volunteer program.

Participants may choose to attend one, several or all 8 sessions in the series. Workbooks accompany each of the classes and serve as a useful reference by

setting the standard of excellence in an organization's volunteer program. Following 28 hours of classroom training, participants can complete the certification exam to become a Certified Volunteer Manager!

Participating organizations have included:

Habitat for Humanity, Hospice of Chattanooga, Nancy's House, Roane State Community College, Ronald McDonald House, SE Tennessee Area Agency on Aging, TN Aquarium, United Way of McMinn and Meigs Counties, West Brow Fire & Rescue, and many others!

The series will begin with *Understanding Volunteering* on Tuesday, May 1, from 1-4 p.m. at the Center for Nonprofits. Seven subsequent sessions will follow during the same time on the first Tuesday of each month. Register early; class size is limited! **See page 3 for additional dates and further details.**

"Very helpful and informative; gives me some good energy to go out and get volunteers!"
-Vol. Mgmt. Participant '07