

# Nonprofit Matters

Helping Nonprofits Fulfill Their Missions Efficiently & Effectively

4<sup>th</sup> Quarter, 2009  
Volume VI, Issue IV

## Membership Benefits

Synergy – the concept that the “whole” can be greater than the sum of its parts – is what Membership in the Center for Nonprofits is all about. Together we can do great things; collaborate, share resources, learn, grow, build the capacity of our organizations, support each other, network...and so on.

This quarter, as we launch our membership campaign, we are deeply grateful to those who already support us through their memberships – and in so doing, support the entire nonprofit community.

While many join in order to receive discounts on our regular schedule of training events held throughout the year, we often fail to point out to the community how membership impacts much more than that.

For example, membership dues allow us to offer outstanding professional development workshops at no cost or low cost to the nonprofit community, such as **nationally acclaimed author of *Donor Centered Fundraising* Penelope Burk’s workshop on “Fearless Fundraising in Turbulent Times” on November 6th.**

Revenues generated from memberships help pay the cost of our Grant Research Center and Nonprofit Library – open each week day to the nonprofit community, providing resources at no charge.

By offering memberships, we can provide networking opportunities such as our CEO Roundtable (meets the fourth Friday of the month over lunch) and our first Nonprofit “Speed Networking” event (think of speed dating, only with a goal of gaining and giving information), both at no cost.

Membership dues help pay for our website, with its job board and “seek, share, swap and give” bulletin board, as well as our weekly e-newsletter that connects the nonprofit community to upcoming events and sources of information.

They allow us to bring together the business community with the nonprofit community, such as our **ENGAGE** event on November 17th, which will bring members of a number of professional organizations such as YPAC, PRSA, and the Chattanooga Technology Council together with nonprofits, with a goal of creating interest in board service and volunteer opportunities (see details on back page), and again, at no cost to those who participate.

We recently launched several new membership categories, including our Affiliate Membership program providing a means for the business community to interact with and support the nonprofit community, and in so doing, provide additional membership resources that will allow us to do even more. (We hope you will check out our affiliate member directory on

our website, and let these businesses know that you value their support!)

In a year that has been full of challenges, and when many must watch their resources, the Center for Nonprofits truly appreciates each of our members. We will be hosting a special membership event in December, as a thank you...details will be announced shortly. If your organization is not a member, we hope you will consider joining us.

**Hot  
Button  
Issue**

**Organizations  
Increase  
Reliance on  
Volunteers**

Committed volunteers can be particularly crucial in times of cutbacks and layoffs. When many nonprofits face the struggles of increasing needs and dwindling resources, volunteers can provide a much needed sigh of relief. The *Corporation for National and Community Services* reports that one in three agencies increased reliance on volunteers to cope with the current economic

see “Volunteers” pg. 5

## Member Spotlight on Girls Incorporated

The following is a conversation with Bea Lurie (BL), President and CEO of Girls Inc. Of Chattanooga and Sheila Moore (SM), Center for Nonprofits

SM: *What is the mission of Girl's Inc.?*

BL: We inspire girls to become strong, smart and bold! We work with girls in their transitional years (ages 6 – 18) helping them develop self confidence, gain leadership skills, pursue educational opportunities, and make smart choices for their future. We are their advocates.

SM: *Please tell us a little bit about your organization.*

BL: We've been in Chattanooga for 48 years, and are an affiliate of the National Girls Incorporated organization that was founded almost 150 years ago. We provide after and in-school programs, and have fall, spring and summer break programs.

SM: *Do you offer additional programs?*

BL: We offer so much more than just the after school programs most people are familiar with! For example, our Infant Mortality Public Awareness Campaign for TN (IMPACT) is in its 2nd year, and we were honored to be one of three nonprofits chosen statewide to participate in this program thru the Governor's office.

SM: *What would you like to brag about?*

BL: We're proud of our nationally acclaimed Girls Inc. curriculum, which focuses not only on traditional subjects, but also assists girls in areas like media literacy, critical thinking, and economic literacy. We focus heavily on encouraging and preparing girls to go to college, and two of our girls won National Girls Inc. scholarships this year – one of them was selected to make a presentation at a large national function. We were also one of three (out of 96 affiliates) that received a \$10,000 award for our work with Latino families.

SM: *What are your greatest challenges?*

BL: Like all - fundraising! We've had to be creative. We're excited, though, about an upcoming event on October 9th ; "Are You Smarter Than A 5th Grade Girl?" featuring local celebrity contestants (Ruth Holmberg, Pete Cooper, Senator Andy Berke, Josiah Roe, and Edna Varner) and emceed by Jed Mescon. Another huge challenge is transportation for girls whose parents work or cannot take them to our events and activities.

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### CNP Advisory Committee

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## You Serve The Community...But Who Serves YOU?

Spring has sprung and summer is sizzling to an end and it is the perfect time of year to launch our first ever membership drive to the entire region. If you are not a member of the CNP, let the Center help you in achieving your mission. With annual fees based on a sliding fee scale, membership is affordable for agencies for all sizes!

See what others are saying about the CNP!

"As a result of the professional assistance given by the CNP, the Epilepsy Foundation of SE TN has been successful in the development of its strategic plan and successful in receiving several grants. Thank you CNP for your assistance..." - Mickey McCamish, SE TN Epilepsy Foundation

"The Center for Nonprofits has opened a door of great opportunity for our nonprofit. They have provided a wealth of information. Because of the services we received we know that we can move forward and be successful in helping others..." - Jennifer Jackson

Want to learn more about CNP membership? Visit our website, [www.cnpchatt.org](http://www.cnpchatt.org) or contact the CNP Staff!

### CNP Staff Contact Info

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Free Parking for all full and 1/2 day classes!  
See [www.cnpchatt.org](http://www.cnpchatt.org) for details.

## October

6- Luncheon Learning Series “Utilizing Visual Images to Tell Your Story”	12 p.m. - 1:30 p.m.
14- Nonprofit Startup	10 a.m. - 11 a.m.
15- Financial Statements for Nonprofits	9 a.m. - 12 p.m.
22- Creating Organizational Balance	9 a.m. - 12 p.m.
23- CEO Roundtable	12 p.m. - 1 p.m.
28- Intro to the Foundation Directory	10 a.m. - 11 a.m.
29- Program Supervisor Roundtable	9 a.m. - 10 a.m.

## November

4- Bradley County Nonprofit Networking Breakfast	9 a.m. - 11 a.m.
6- Fearless Fundraising In Turbulent Times presented by Penelope Burk	9 a.m. - 12:30 p.m.
10- Luncheon Learning Series “Best Practices for Hiring the Best”	12 p.m. - 1:30 p.m.
11- Fundamentals of Grant Writing	9 a.m. - 12 p.m.
12- Branding Your Nonprofit	9 a.m. - 12 p.m.
17- ENGAGE in Board and Volunteer Service	5:30p.m.-7:30 p.m.
18- Getting Started With a Major Giving Program	9 a.m. - 12 p.m.
24- Intro to the Foundation Directory	10 a.m. - 11 a.m.

## December

1- Speed Networking	9 a.m. - 11 a.m.
3- Volunteer Management 1: Understanding Volunteers	9 a.m. - 12 p.m.
9- Special Nonprofit Event (Details To Be Announced)	TBA
15- Intro to the Foundation Directory	10 a.m. - 11 a.m.

### *CNP Welcomes New Affiliate Members!*

The CNP is often asked to serve as a source of information for both nonprofits looking for service providers and businesses looking to connect with the nonprofit community. In response to these inquires, the CNP has launched an affiliate membership for businesses that provide a variety of services and products to the nonprofit community. In addition to supporting the nonprofit community thru their membership, CNP affiliates are listed in an online nonprofit business directory. Visit the Center’s website, [www.cnpchatt.org](http://www.cnpchatt.org), for all your business needs!

First TN Bank

Henderson, Hutcherson & McCullough

InfoSystems

John C Harper Co/Partners in Recognition

Umbra Essence Candles

Wadel & Associates

Williams Web

# Course Descriptions

To view complete course descriptions and register, visit [www.cnpchatt.org](http://www.cnpchatt.org).

## October

**Luncheon Learning Series: Utilizing Visual Images to Tell Your Story-** Join us for a panel discussion on how using visual images, including video, can enhance your organizations ability to reach your audience and how to create these images with minimal cost.

October 6; 12 p.m. - 1:30 p.m. \$15 Members/\$25 Non-members

**Nonprofit Startup-** Want to start a nonprofit organization? The CNP can steer you in the right direction. This session will focus on the steps you need to follow and the forms you need to file to become a tax-exempt organization.

October 14; 10 a.m. - 11 a.m. Free

**Financial Statements for Nonprofits-** Learn how to interpret and analyze financial statements for nonprofit organizations using actual financial documents. Presented by John Trussel of Dalton State Community College.

October 15; 9 a.m. - 12 p.m. \$50 Members/ \$75 Non-members

**Creating Organizational Balance-** Learn how to balance your organization's mission with the realities of day-to-day management, using a model derived from The Birkman Method. Presented by Mike Pollock of RedPoint Management

October 22; 9 a.m. - 12 p.m. \$50 Members/ \$75 Non-members

**Intro. to the Foundation Directory-** The CNP is a regional repository of the Foundation Center's online data base of over 92,000 grant makers and 1.3 million grant records. Learn how to access and use this data base in your own grant research!

Offered Monthly; 10 a.m. - 11 a.m. Free!

**CEO/ED Roundtable-** The CNP hosts a nonprofit CEO/ED roundtable that meets the last Friday of the month over lunch (participants bring their own), providing a forum for informal peer to peer discussion about issues relevant to leading a nonprofit organization. Watch our e-newsletter for monthly topics, or email [sheilamoore@cnpchatt.org](mailto:sheilamoore@cnpchatt.org) to be added to the e-mail list. October 23; 12 p.m. - 1 p.m. Free to CNP Members

**Program Supervisor Roundtable-**The purpose of the Program Supervisor Roundtable, is to provide social services programs, supervisor's interaction with other supervisors, networking, and gaining knowledge of other organizations and the services they provide. Supervisors can share ideas, concerns and topics as they pertain to the field of social services. Contact Laura Faulkner at

[lfaulkner@chattanoogaaroomintheinn.com](mailto:lfaulkner@chattanoogaaroomintheinn.com) for more info.

October 29; 9 a.m.- 10 a.m. Free!

## November

**Bradley County Nonprofit Networking Breakfast-** Participants will have the opportunity to network over a light breakfast, followed by Sheila Moore, Executive Director of the Center for Nonprofits in Chattanooga, speaking on "It Takes A Team...The Important Role of Nonprofit Boards." This workshop is available at no cost to Bradley County nonprofits thanks to People for Care and Learning.

November 4; 9 a.m. - 11 a.m.

**Special Presentation: Author Penelope Burk, "Fearless Fundraising in Turbulent Times"**- There is no historical precedent for how this troubled economy will affect philanthropy for the foreseeable future. But, fundraisers and other not-for-profit staff still need reliable information now in order to plan, to limit exposure, and to inspire donors to give in these uncertain times. Building on the research from *Donor-Centered Fundraising*, Penelope Burk, in January of 2009 surveyed over 20,000 Americans to learn how donors intend to give this year, and what changes they expect from organizations they support because of the economy. "Fearless Fundraising", offers practical advice on how to connect more effectively with donors and combines this with up-to-the-minute research data and thought-provoking advice from donors. Attendees will learn what donors need to know in the current environment and discover how not for profits can become masters of their own fundraising messages to inspire future contributions.  
**November 6; 9 a.m. - 12:30 p.m.** \$50 Members/ \$75 Non-members

**Fundamentals of Grant Writing-**This is an introductory course to grant writing, providing participants with an overview of the entire grant writing process from research, contacting funding sources, and writing a grant proposal to writing grant reports.

November 10; 9 a.m. - 12 p.m. \$50 Members/ \$75 Non-members

**Luncheon Learning Series: Best Practices for Hiring the Best-** Many nonprofit leaders struggle with the process of recruiting and hiring employees. A panel of HR experts will also discuss employment best practices.

November 11; 12 p.m. - 1:30 p.m. \$15 Members/ \$25 Non-members

**Branding Your Nonprofit-** Learn the “Why” and “How” of successful branding and how it can impact your organization from one who has successfully done so! Presented by Kathryn DeNovo, OnPoint  
October 12; 9 a.m. - 12 p.m. \$50 Members/ \$75 Non-members

**Getting Started With a Major Giving Program-** Identifying, researching, and contacting potential major donors – and then making “the Ask” – requires planning and preparation. Learn the step to getting started in this workshop, taught by Fundraising Coach Sandy Rees.  
November 18; 9a.m. - 12 p.m. \$50 Members/ \$75 Non-members

## December

**Speed Networking-** Don't miss this unique networking opportunity. Gain and give information and resources with this “speed dating” style networking event!  
December 1; 9 a.m. - 11:00 a.m. Free!

**Volunteer Management 1: Understanding Volunteers-** The first course of the Volunteer Management Certification Series, this workshop will let participants review volunteer trends and gain an understanding of the cultural context of volunteerism. It will identify benchmarks of successful volunteer programs, explore why volunteers do what they do, and explain how to connect with their deeply held core values and motivations.  
December 3 ; 9 a.m. - 12 p.m. \$50 Members/ \$75 Non-members

## Member Spotlight Cont'd from pg 2

**SM:** How have you benefitted by your membership to the CNP?

**BL:** We have benefitted tremendously through affordable workshops – relevant to our work – that provide training to staff. We have made use of their website, such as the job posting board and member resources. We have utilized the consulting capabilities and expertise CNP offers, and have taken advantage of numerous networking opportunities. And I love the information that is part of the weekly e-newsletter.

*For more information go to [girlsincofchattanooga.org](http://girlsincofchattanooga.org).*

## CNP Takes Training to Bradley County!

The CNP will provide a series of workshops in Bradley County minimizing travel time and maximizing the nonprofit's time to serve the community! People for Care and Learning (PCL) have offered to sponsor training opportunities. PCL Executive Director Dr. Fred Garmon stated:

“We are honored to partner with the Center for Non-Profits to serve other non-profit organizations in the Cleveland/Bradley area. We hope that through this collaborative effort we are able to encourage and empower local community organizations to do what they are already doing well, better. By working together we can have a dramatic impact on our local community.”

This first of these three workshops will be held on November 4 from 9 am-11 am at the Bradley County Library and focus on board development. Additional workshop dates and topics to be announced. See the workshop description for more information. Register at [www.cnpchatt.org](http://www.cnpchatt.org).

## “Volunteers” Cont'd from pg. 1

conditions. In fact, in a recent survey, 48% of organizations expected to increase reliance on volunteers over the next year to maintain current service levels; only 5% expected to decrease the use of volunteers.

Although volunteers can be a huge asset to your organization, there can be obvious pitfalls to substituting them for paid staff. Volunteers are most effective while working with paid staff to accomplish assignments, the report suggests. Also, organizations that experience the most success have volunteer policies, job descriptions, and provide orientation and training for volunteers. For more information on volunteering, visit [www.volunteeringinamerica.gov](http://www.volunteeringinamerica.gov).

## Thank You!

On August 6, approximately 120 nonprofit professionals attended the 9th Annual TN Valley Fundraising Institute. We couldn't have done it without the generous support of our sponsors, Unum and Starkey Printing and a special thanks to The Tucker Foundation for providing a copy of keynote speaker Carol Weisman's book to conference participants.

Many thanks to the speakers, exhibitors, and to those who attended the TN Valley Fundraising Institute this year. We hope you walked away with ideas, support, knowledge, and new perspectives that will motivate and inspire you when fundraising for your organization!



TVFI's Funder Roundtable participants (from the left) Janice Wilson, Cathy Barrett, Tom McCallie, Pete Cooper, Alexis Bogo, and moderator Dan Bowers.

TN State Senator Andy Berke welcomes attendees of the 9th Annual TN Valley Fundraising Institute on August 6th at the University of TN at Chattanooga.



## CNP News & Notes

Several new books have been added to the CNP Library including:

- *Coping with Cutbacks: The Nonprofit Guide to Success When Times Are Tight* by Emil Angelica
- *Message Matters: Succeeding at the Crossroads of Mission and Market* by Rebecca K. Leet
- *Bookkeeping Basics: What Every Nonprofit Bookkeeper Needs to Know* by Debra L. Ruegg

Stop by the Center to see what else is new!  
CNP members may check out books for up to 2 weeks.

## Welcome New & Re-Newing CNP Members

AMG International

Bethlehem Community Center

Boys and Girls Club of Cleveland

Camp Lookout

Caring Place

Chattanooga African American Museum

Chattanooga East Side Task Force

Chattanooga Girls Choir

Community Reconciliation, Inc.

Craniofacial Foundation of America

Cyndi Butler-Mobley

Dental Angel Fund Foundation

Enterprise Center

Habitat for Humanity of Greater Chattanooga

Kid's First Advocacy Center

Medical Foundation of Chattanooga

Metropolitan Ministries

North GA Healthcare Center

On Point

Partners and Peers for Diabetes Care

People for Care and Learning

Stars: Students Taking A Right Stand

TN River Gorge Trust

TN Temple University



**National Philanthropy Day  
Honorees Announced**

This year's National Philanthropy Day (NPD) luncheon will take place on Wednesday, November 4, at the Chattanooga Trade and Convention Center. Seating will begin at 11:30 a.m. with the luncheon beginning at 12 noon.

RSVP to Christine Estoye at christine.estoye@siskin.org or 423-648-1707. Please join us as we celebrate those who have given so much to our community. This year's honorees are:

**2009 NPD Honorees**

**Outstanding Philanthropist**  
Gordon & Frances Smith

**Leadership Fundraiser**  
Ward Petty

**Corporate Philanthropist**  
PlayCore

**AFP Launches New Website!**

The Southeast TN chapter of AFP recently launched a new website to provide information to prospective and current AFP members. This site contains membership benefits, an events calendar, professional resources, a membership directory, and much more! To visit the new site, go to <http://afpsetn.afpnet.org>.

**Welcome New AFP Members:**

[Susan Green](#), Scenic City Women's Network  
[Craig Ingvalson](#), Siskin Children's Institute  
[Mary Williams](#), Bright School

**AFP News**

• Planning is underway for the Association of Fundraising Professionals (AFP) 2010 meeting lineup. If you have topics of interest or suggested speakers, please pass along your ideas to Penny Grant at [pgrant@mccallie.org](mailto:pgrant@mccallie.org) or Wade Kelley at [wkelley@partnershipfca.com](mailto:wkelley@partnershipfca.com).

AFP strives to help fundraising professionals personally grow in their careers as well as strengthen and connect the overall community nonprofit team. Please share suggestions for training and information.

• Applications are being accepted for the Chamberlain Scholarship and McClarty Scholarship, contact Gina Crumbliss at [gcrumbliss@fsgbank.com](mailto:gcrumbliss@fsgbank.com) for more information.

**2009 AFP Board**

<b>President</b> Dan Bowers, CFRE	<b>Development</b> Michelle Hayes
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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.



[www.cnpchatt.org](http://www.cnpchatt.org)

United Way's  
Center for Nonprofits  
630 Market Street  
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Chattanooga, TN 37405

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RETURN SERVICE REQUESTED

## ENGAGE IN BOARD AND VOLUNTEER SERVICE...

Come one, come all for an opportunity for your nonprofit to engage with members of the Young Professional Association of Chattanooga (YPAC), Chattanooga Technology Council, Public Relations Society of America's local chapter and other professional/civic organizations.

The Center for Nonprofits (CNP) is hosting an event that will bring together the nonprofit community with the eager professionals and rising philanthropists of our community to promote board and volunteer service.

**All Nonprofits are Welcome!**

(CNP's member nonprofits are invited to set-up an exhibit to communicate their organizations' mission. Space is limited so reserve early!)

**When:** Tuesday, November 17, 2009

**Place:** Loose Cannon Gallery

1800A Rossville Ave.

Chattanooga, TN 37408

**Time:** 5:30-7:30pm

**Attire:** Business Casual

Appetizers will be served and a cash bar will be available. Hope to see you there!

CNP Members: Contact Julie Thomsen to reserve your free exhibit space @ 752-0305 or [juliethomsen@cnpchatt.org](mailto:juliethomsen@cnpchatt.org)