

Nonprofit Matters

Helping Nonprofits Fulfill Their Missions Efficiently & Effectively

4th Quarter, 2008
Volume V, Issue IV

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New training topics and events coming to the CNP

This fall the Center for Nonprofits will unveil a variety of new classes and workshops on timely topics.

Many of the new offerings will cover technology, including social media (like YouTube, Facebook and blogging), web design, emails, fundraising on the internet and hardware/software.

We are also launching a new series "*Basic Leadership Skills for Supervisors*" which begins with a class on delegation and will continue through 2009 with classes on leading change, time management, team building and communications.

Our Lunch 'n Learn series continues with two new topics: "*Plugged In: Social Media for Non-*" in October (an overview of

internet "social media" and how nonprofits are using these new tools) and *fi* in November.

Finally, December will bring a networking event with members of the nonprofit community, funders, corporate and community leaders invited

Please look over the next few pages and don't forget to visit our website at www.cnpchatt.org for updates and in-depth information. We hope to see you at the CNP this fall!

CNP Staff Contact Info

Sheila Moore.....(423) 752-0351 Interim Director...sheilamoore@cnpchatt.org
Sara Ellenburg.....(423) 752-0329 Manager.....saraellenburg@cnpchatt.org
Sarah Quattrochi.....(423) 653-0091 Volunteer Coordinator..sarahq@cnpchatt.org Lookout Mountain Conservancy Reflection Riding Arboretum & Botanical Garden Tennessee River Gorge Trust

*Hot
Button
Issue*

Making email "work" for you

More nonprofits are increasing their use of email to reach and build their constituencies. But how do you overcome the challenge of breaking through the flood of competing emails and avoid being rejected as spam?

And once received, how do you get someone to actually read

see "Email Success" pg. 5

View complete course descriptions and register at www.cnpchatt.org. Free parking for half and full-day trainings!*

*(Restrictions apply, see page 5 for details: "CNP Special Announcements")

Vol. Management 4: "Orienting and Training Volunteers"

This course focuses on how to identify specific training needs and design, deliver and assess a training/orientation program based on those needs.

Instructor: Sheila Moore, CNP Staff

Date/Time: Oct. 14; 9 a.m. - 12 p.m.

Fee: \$50 members/ \$75 non-members

Websites that Work!

Whether you are creating a new website or enhancing your existing one, this course will provide you with user-friendly techniques for web design, content, online marketing, links to other "social media" and enhanced visibility. A light breakfast will be provided.

Instructor: Greg Pearson, Williams Web

Date/Time: Oct. 16; 9 a.m. - 12 p.m.

Fee: \$20 members/ \$35 non-members

403 (b) Update: Time's Running Out!

403(b) regulations are changing effective January 1, 2009! Regardless of who your plan provider is, you are welcome to attend this short, informative presentation on the changes followed by a question-and-answer session. A light breakfast will be provided.

Instructor: Linda Murphy and Deena Turner, Mutual of America

Date/Time: Oct. 17; 8:30 - 9:30 a.m.

Fee: Free! (not eligible for parking validation)

Lunch 'n Learn: "Plugged In: Social Media for Nonprofits"

More and more nonprofits are utilizing social media, such as: Face Book, MySpace, YouTube, LinkedIn, virtual communities, blogging and e-zines, to enlist support, communicate and raise funds. This overview will provide answers to questions regarding nonprofit use of social media.

Instructor: Panel Presentation

Date/Time: Oct. 22; 12- 1:30 p.m.

Fee: \$10 members/ \$15 non-members (not eligible for parking validation)

Internet Fundraising through Blogs

Blogs are a great way to initiate and encourage dialog about your cause. But did you know that you can raise money with one? In this session, you'll learn why you should start a blog, what's involved in setting one up, how to draw *continued next column*

Blogs (continued) people to your blog site and how to generate content.

Instructor: Sandy Rees, Fundraising Consultant

Date/Time: Oct. 22; 1:30 - 5 p.m.

Fee: \$50 members/ \$75 non-members

Grant Writing 101

Participants will study the entire grant-writing process, including: research, contacting funding sources, describing the project, preparing a budget and budget narrative and reporting procedures. If your job involves any aspect of the "grant world" this class is for you!

Instructor: Sheila Moore, CNP Staff

Date/Time: Oct. 23; 9 a.m. - 12 p.m.

Fee: \$50 members/ \$75 non-members

CEO and ED Roundtables

The CEO and ED roundtables provide a confidential peer advisory group to lend council, commiserate or otherwise discuss topics that are pertinent to your respective organizations. Roundtable groups are not eligible for parking validation.

CEO Roundtable: Oct. 24; 11 a.m. - 12 p.m.

Fee: Free! CNP members only; five years experience or more.

ED Roundtable: 2nd Thursday of each month from 8:30 - 9:30 a.m. ED Roundtable held at the Brainerd Crossroads (BX Center), 300 Brookfield Avenue, Chattanooga, TN 37411.

Fee: Free! CNP members only; less than five years of experience.

Intro. to the Foundation Directory Online

Learn how to access the Foundation Center's database of more than 92,000 grant makers and 1.3 million grant records.

Instructor: Sara Ellenburg, CNP Staff

Dates/Time: Oct. 28, Nov. 20; 11 a.m. - 12 p.m.

Fee: Free! (not eligible for parking validation)

Nonprofit Startup: What You Need to Know

This session will focus on the steps you need to follow and the forms you need to file to become a tax-exempt organization. Participants will be given the information needed to begin the start-up process.

Instructor: Sara Ellenburg, CNP Staff

Date/Time: Oct. 30; 11 a.m. - 12 p.m.

Fee: Free! (not eligible for parking validation)

continued next page

Unless otherwise noted, all trainings are held at the Center for Nonprofits, 630 Market Street, Chatt., Tenn. (corner of 7th and Market Streets). Driving directions and parking information are located online at www.cnpchatt.org, under the "About Us" section.

OCTOBER

9	ED Roundtable	8:30 - 9:30 a.m.
	<i>Free! CNP members only; Less than 5 years experience.</i>	
14	Vol. Mgmt. 4	9 a.m. - 12 p.m.
	<i>Orienting & Training Volunteers, Sheila Moore</i>	
	<i>Course: \$50 members/ \$75 non-members</i>	
16	Websites that Work!	9 a.m. - 12 p.m.
	<i>\$20 members/ \$35 non-members, Greg Pearson</i>	
17	403 (b) Update	8:30 - 9:30 a.m.
	<i>Free!</i>	
	<i>Linda Murphy & Deena Turner</i>	
22	Lunch 'n Learn	12 - 1:30 p.m.
	<i>Plugged In: Social Media for Nonprofits</i>	
	<i>\$10 members/ \$15 non-members (lunch included)</i>	
	<i>Panel presentation</i>	
22	Internet Fundraising through Blogs	1:30 - 5 p.m.
	<i>\$50 members/ \$75 non-members, Sandy Rees</i>	
23	Grant Writing 101	9 a.m. - 12 p.m.
	<i>\$50 members/ \$75 non-members, Sheila Moore</i>	
24	CEO Roundtable	12 - 1 p.m.
	<i>Free, members only. Five years experience or more.</i>	
28	Intro. to Foundation Directory	11 a.m. - 12 p.m.
	<i>Sara Ellenburg, Free!</i>	
30	Nonprofit Startup	11 a.m. - 12 p.m.
	<i>Sara Ellenburg, Free!</i>	

NOVEMBER

4	Vol. Mgmt. 5	9 a.m. - 12 p.m.
	<i>Supervising Volunteers, Sheila Moore,</i>	
	<i>Course: \$50 members/ \$75 non-members</i>	
11	Delegation	9 a.m. - 12 p.m.
	<i>\$50 members/ \$75 non-members, Sheila Moore</i>	
13	ED Roundtable	8:30 - 9:30 a.m.
	<i>Free! CNP members only; 5 years experience or less.</i>	
14	Technology in Your Language	9 a.m. - 12:30 p.m.
	<i>\$50 members/ \$75 non-members, Gordon Walton</i>	
19	Lunch 'n Learn	12 - 1:30 p.m.
	<i>Getting Your Name in Print</i>	
	<i>\$10 members/ \$15 non-members (lunch included)</i>	
	<i>Panel presentation</i>	
20	Intro. to Foundation Directory	11 a.m. - 12 p.m.
	<i>Sara Ellenburg, Free!</i>	

DECEMBER

2	Vol. Mgmt. 6	9 a.m. - 1 p.m.
	<i>Evaluating Your Volunteer Program</i>	
	<i>Sheila Moore</i>	
	<i>Course: \$50 members/ \$75 non-members</i>	
10	Nonprofit Networking Event	
	<i>Details to be announced.</i>	
11	ED Roundtable	8:30 - 9:30 a.m.
	<i>Free! CNP members only; 5 years experience or less</i>	
16	Taming the Email Beast	9 a.m. - 12 p.m.
	<i>Sheila Moore, \$50 members/ \$75 non-members</i>	

Vol. Management 5: "Supervising Volunteers"

This course will take the volunteer manager through the steps of effective supervision, including defining and communicating clear expectations, guiding and supporting volunteer staff and developing meaningful reward and recognition activities.

Instructor: Sheila Moore, CNP Staff

Date/Time: Nov. 4; 9 a.m. - 12 p.m.

Fee: \$50 members/ \$75 non-members

Delegation (First in the new "Supervisory Skills" series)

Delegation is considered one of the most crucial skills for success as a leader, whether you are delegating to subordinates, volunteers or coworkers. Learn how to identify tasks to delegate and the right people to complete them.

Identify the essential elements for ef- *continued next column*

fective delegation and checkpoints for success.

Instructor: Sheila Moore, CNP Staff

Date/Time: Nov. 11; 9 a.m. - 12 p.m.

Fee: \$50 members/ \$75 non-members

Technology in Your Language

Geared towards nonprofit staff members who are responsible for the technology in their agency or those interested in becoming more comfortable with technology. Topics include wired networks verses wireless, Windows vs Linux, old hardware vs new, and security issues. All in regular language (no techie talk)!

Instructor: Gordon Walton, President,

OneWhoServes, Inc. Computer and Business Services

Date/Time: Nov. 14; 9 a.m. - 12:30 p.m.

Fee: \$50 members/ \$75 non-members

continued next page

CNP Member Spotlight on Allied Arts of Greater Chattanooga



The following is a conversation with Dan Bowers (DB), President of Allied Arts of Greater Chattanooga and Sheila Moore (SM), Interim Director of United Way's Center for Nonprofits. To learn more about Allied Arts, visit them online at www.alliedartschattanooga.org.

DB: Since 1969, so we will be celebrating 40 years of service in 2009.

DB: We really are about strengthening the arts in the Chattanooga area. Our official mission is "to galvanize broad participation in and widespread support for the arts."

DB: We have a six-person staff, a great board and great volunteers. We focus our efforts in three major areas: 1) we provide general operating support to 16 Cultural Partners through an annual campaign 2) we fund an arts education program in Hamilton County Schools and 3) we serve as a convener and a facilitator, looking at the big picture and bringing people together to make plans which will strengthen the entire arts community.

continued next column

DB: In addition to continuing to grow the base of support for the arts, being able to articulate the critical role the arts play in economic development, education and a vibrant community life.

DB: We just completed a very successful campaign in a challenging economic climate! The Chattanooga area remains as one of the leading arts fundraising communities in the country, particularly for a community of its size.

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CNP Membership is Affordable for Agencies of all Sizes!

Agency Budget	Annual Fee	For a small annual fee, your agency can join! Check out our member benefits at www.cnpchatt.org .
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	\$175	
\$5,000,000 and up	\$200	

Course Descriptions (continued pg. 3)

Lunch 'n Learn: "Getting Your Name in Print"

Join us for a panel discussion on getting the word out about your nonprofit through the print media. Panelists will include representatives of area media outlets and nonprofits.

Date/Time: Nov. 19; 12- 1:30 p.m.

Fee: \$10 members/ \$15 non-members (not eligible for parking validation)

Vol. Management 6: "Evaluating Volunteer Programs"

Learn the steps of deciding what to track, how to collect the data, troubleshooting problems, turning data into findings, and using those findings to improve your program and communicate your program's needs. Also included in Volunteer Management 6 will be a discussion of "Engaging Non-traditional Volunteers."

Instructor: Sheila Moore, CNP Staff

Date/Time: Dec. 2; 9 a.m. - 1:00 p.m. (extended session)

Fee: \$50 members/ \$75 non-members *continued next column*

Nonprofit Networking Event

Come mix and mingle with the nonprofit community, funders and community leaders at this first-time networking event. Watch for further details on our website and in our e-newsletters!

Date: Dec. 10

Fee: Free! Our gift to you. (not eligible for parking validation)

Taming the Email Beast

A recent survey indicated that we spend an average of two hours per business day on emails, and of that, 25 percent of it is "unproductive" time! This course discusses email best practices, and provides real-world time-saving tips and practices to take back to your office and share with your staff and co-workers!

Instructor: Sheila Moore, CNP Staff

Dates/Time: Dec. 16; 9 a.m. - 12 p.m.

Fee: \$50 members/ \$75 non-members

News & Notes

CNP Special Announcements and Important Updates

We heard you! One of the most common suggestions we receive in our post-training evaluations is to help with downtown parking. We are pleased to announce that **effective October 1, all CNP half or full day trainings will now include parking at the Hamilton County parking garage** directly behind the United Way building, between Cherry and Walnut Streets. To receive free parking, you must park in this garage and bring your ticket. We cannot assist with parking in pre-paid lots and/or meters.

Members of the CNP may participate in classes, workshops and conferences hosted by either of these organizations at the "member" rate. Check out their offerings at www.333.org and www.333.org

Do you have CNP tuition credits to use?

Please use them before they expire! Check out our upcoming training schedule or call us at (423) 752-0329 to discuss other arrangements.

board service for businesses and other organizations wishing to encourage their employees to invest in our community. The short (1 to 1.5 hour) class can be delivered at the organization's site and provides an overview of general expectations, governance issues, responsibilities and the benefits of serving on a nonprofit board. For more information contact Sheila Moore at (423) 752-0351.

Are you receiving the CNP's regular e-newsletter? If not, we invite you to join our growing e-newsletter network. Emails include upcoming training opportunities as well as special announcements that potentially impact the entire nonprofit community. Email sheila@333.org to sign up.

Email Success (continued pg. 1)

your email? A recent report in *Forbes* offered specific ways to improve email readership, including the following suggestions:

- *Forbes* studies show this can increase your success by as much as 10 percent.
- Seventy percent of readers make their decision to open an email based on these two lines. Avoid flashy phrases, and avoid all caps or exclamation points.
- Don't overwhelm the reader

with too much information in the email. Design for the preview pane by keeping emails short, highlighting information and allowing the reader to "click through" (via links) to read the full report or story.

- Brand your emails to resemble your website. Include photos as appropriate throughout the emails. Use white space effectively and pay attention to the font for ease of readability.

Finally, an important key to any email campaign is maintaining a current email address list, a never-ending but crucial task.



Celebrate National Philanthropy Day® at November 5 luncheon

Join us November 5 on National Philanthropy Day® (NPD) for a luncheon as we recognize those who have made change in our community possible.

National Philanthropy Day® provides an opportunity to reflect on the meaning of giving and all that it has made possible. First held in 1986, NPD celebrates the endless daily contributions individuals and organizations across the world make to countless causes and missions. Last year more than 100 chapters of the Association of Fundraising Professionals held NPD events and activities across North America.

Through NPD, participants are able to show appreciation for all that has been accomplished in the name of giving and also show there is still more to do. It's our chance to step into the spotlight for a brief moment and remind our communities, our society and the *continued next column*

world that the spirit of giving is alive and well!

This year's National Philanthropy Day luncheon takes place Wednesday, November 5, at the Chattanooga Trade and Convention Center, with seating starting at 11:30 a.m. and the luncheon at noon. All are invited, but reservations are requested by October 22. For more information or to RSVP, follow the NPD link at www.cnpchatt.com, or email Cynde Lowe at cynde.lowe@siskin.org or Jasmin Rippon at jasmin.rippon@siskin.org.

2008 NPD Honorees

Outstanding Philanthropist of the Year

Fletcher Bright

Corporate Philanthropist of the Year

Henderson, Hutcherson, & McCullough

Leadership Fundraiser of the Year

Sam Smartt

Two scholarships now available to help fundraisers participate in AFP opportunities

Has the changing economy affected your organization? The Southeast Tennessee Chapter of AFP is making it easier for worthy applicants to save big on the costs of association membership and a professional development opportunity through two scholarships outlined below.

The **Chamberlain Scholarship** offers financial assistance to one member from the Southeast Tennessee AFP Chapter to attend the Annual AFP International Conference. Applicants must be chapter members in good standing who have never attended the conference. The scholarship pays for the registration fee but the recipient and/or their organization is respon- *continued next column*

sible for their travel, hotel and meals.

The **McClarty Scholarship** offers new fundraisers a one-year introductory membership to the Southeast Tennessee AFP chapter. Applicants must have worked in the field less than two years and be employed full-time where fundraising is at least 50 percent of their job duties. The scholarship pays for local chapter dues for one year.

For an application or more information, contact Gina Crumbliss at gcrumbliss@fsgbank.com or (423) 308-2150. You may also download an application at www.cnpchatt.org (search for "Chamberlain" or "McClarty").



Updates and announcements from the AFP board of directors

Welcome to the following new members:
David J. Elrod with the Dalton State College Foundation, and Holly Reeve, with the Chattanooga State Technical Community College.

If you would like information about joining AFP, please visit www.afpnet.org or contact Gina at gcrumbliss@fsgbank.com or (423) 308-2150.

To update current contact information, or to be added to the AFP email newsletter list, please email Sheila Moore at sheilamoore@cnpchatt.org.

The AFP board is planning the 2009 programs and speakers with the topics below included as potential areas of interest. Contact Penny Sanders at pensanders@mccallie.org

with comments or suggestions for speakers. A complete schedule with speakers and dates will be available November 1.

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Fundraising Institute a success!

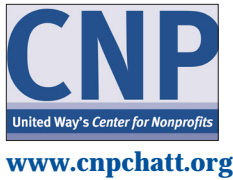
On August 15, more than 125 area fundraising professionals arrived at University of Tennessee at Chattanooga for the 8th Annual Tennessee Valley Fundraising Institute (TVFI). This year's keynote address was given by Andrea Nierenberg, the president of The Nierenberg Group, located in New York City, and a top-selling author. Thanks to the Community Foundation of Greater Chattanooga, TVFI participants received her book, "*Million Dollars*" to use as a resource when they returned to the office.

Andrea wasn't the only reason to attend this year's conference, as 11 local and regional presenters also took part in the event. They spoke on a variety of fundraising topics, including planned giving, special events and marketing among others. With these great presenters and the new UTC location, TVFI 2008 was a great success!

2008 AFP Board

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Barrett Taylor Programs	

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.



United Way's
Center for Nonprofits
630 Market Street
P.O. Box 4027
Chattanooga, TN 37405

Non-Profit Org. U.S. Postage PAID Permit # 397 Chattanooga, TN
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RETURN SERVICE REQUESTED

Inside! A parking solution for CNP
half & full day trainings!
See page 5 for details.

Center for Nonprofits points you to additional nonprofit associations

In addition to the Center for Nonprofits (CNP) there are a number of resources in the community for nonprofit networking and education, including the Association of Fundraising Professionals (AFP, see pages 6 and 7 of this newsletter), Directors of Volunteers in Agencies (DOVIA) and the Greater Chattanooga Area Planned Giving Council. These organizations often plan events in collaboration with each other and with the Center for Nonprofits.

Directors of Volunteers in Agencies (DOVIA)

DOVIA of Chattanooga is a local affiliation of professionals who direct volunteers in nonprofit organizations around the region. For an annual \$50 membership fee, DOVIA members have access to monthly professional development opportunities, a local membership directory and participation in annual National Volunteer Appreciation events.

DOVIA's meetings take place *continued next column*

on the first Thursday of every month from September through May at the Ronald McDonald House at 200 Central Avenue in downtown Chattanooga. If you have any questions about DOVIA or would like to join, contact Sarah Quattrochi at (423)653-0091 or sarahq@cnpchatt.org.

Greater Chattanooga Area Planned Giving Council

A professional association for people whose work includes developing, marketing and administering charitable planned gifts, the Greater Chattanooga Area Planned Giving Council serves as a voice and professional resource for the gift planning community. Their next meeting topic, "Charitable Gift Annuities," will be led by Wayne Olsen with the Trust Company of Virginia on October 15, from 11:30 a.m. to 1 p.m. Please contact Brent Taylor at (423) 752-0310 or brenttaylor@uwchatt.org with any questions regarding the Greater Chattanooga Area Planned Giving Council.