IHS Conference  
3/18/15  
Nonprofit Best Practices – Roundtable Discussion

Board Development

- Solicit members  
- Create job descriptions  
- Create an orientation  
- Maintain energy by meaningful activities and to foster engagement

Web 2.0

- Are there grants for nonprofit technology?

Resource Development

- Greatest challenges nonprofits face with resource development  
  - Keeping the grant  
  - Time and priorities for writing grants  
  - Electronics (online)  
  - Resources are not available  
  - Where do we find the grants

- Creative ideas  
  - Peer review panels  
  - Tell funders you have a need  
  - Expand use of existing grants  
  - Get another perspective, review the grant  
  - Search for other grants  
  - Make a grant a collaborative process  
  - Call IH and ask for their resources

- Do you have a grant writer on staff? 4 nonprofits did NOT, 2 did

- Bureaucracy – great ideas need too many layers of approval

- Size of organization – larger organizations need more money more often

- Difficult to secure funds for specific or limited programming. Funders seem to want very broad appeal

- How important are grants to the agency? Helps fund gaps in services

- Some grants pay for accomplishments/outcomes/milestones – yet some clients needs a lot of help to achieve goals and it becomes a game of numbers to get paid at all

- Challenges – where to find out what is available, trying to get funds for operations

- Be certain that grant is a true fit to your organization and mission and that your agency is prepared and supposed to provide service

- Can your nonprofit handle the reporting requirements?

- Social entrepreneurship so that clients build job skills and the businesses bring in additional revenue for nonprofit services
HR & Small Nonprofits

- Challenges: pay low, education v. real world experience, burn out, limited resources, making time for fun, no long term goals, internships lacked real value
- Support group for HR professionals
- Supervision – open communication and mentoring
- Commitment to Human Services/People even if you are HR
- Informative hiring process – what is it really like?
- Involve families in benefits
- Technology – reporting but people skills are essential
- Clear direction
- Training & development – refresher courses
- Agency training
- Be up to date on latest trainings
- Understand different funding sources
- Consult lawyers, have one on board
- Switching of contractors to staff – difficult process that required legal guidance
- Communication with staff and understanding the important balance between professional responsibilities and personal (family) responsibilities
- Selection of your staff – hiring process, hiring committee, etc
- Contract out for background checks
- Social Media – use of younger staff who have greater knowledge
- Directors serving in multiple capacities: volunteer manager, etc

Social Media

- Facebook is most understood and has a good understanding of market
- Twitter – connect to organizations not audience
- Website – create your own content
- Goals – understanding audience and reaching out, knowing what we want to accomplish, plan and implement ideas and events, watch for threats to agency and negative commenting, target social media based on current target demographics
- Vine – activity/event you do
- Job opportunities & social media- use for input, ideas, explain concepts
- Most engaging posts include pictures and videos
- Use to donate – what’s the cause, background info of nonprofit, etc
- Use social media more frequently during events to tell story of what nonprofit is doing
- Integrate multiple nonprofits for creating social media posts and content
- Monitor what the public says
- Use videos, pictures and stories to engage users
- Identify target audiences – vary across platforms, many clients have access to internet (phone, email, text, social media) Internet has become a priority.
• Population to reach via social media varies from target audience of programs (younger person caring for elderly grandmother)
• How to determine allocated time for social media within your nonprofit?
• Use social media for online donations

Fundraising
• 3rd year – ProAction – Champ Program – Caring hearts and minds
• Mom Prom – ladies only, dancing, fun, raffles, give aways
• Arbor – Chicken BBQ
• The Stigma

Succession Planning
• Formal plan but outdated
• Send staff to leadership development
• How to figure out how much energy to invest in someone
• Mentoring programs
• What happens if you invest and then that person leaves? Training, funds wasted?
• Want employees to feel valued, nurtured and important
• How do you engage a group in a plan?
• How is it cost effective?
• What are the characteristics of the plan?
• Plan for a disaster – unexpected departure
• Ask often – who will replace me? Find balance among male/female employees. Most nonprofit EDs are male but most employees are female.
• What are core skills for this position? What are musts? What are wants?
• Evaluate strengths. Where are the gaps?

Nonprofit Technology
• DSRIP/HIPPA compliant with information sharing
• How do you accomplish information sharing across organizations?
• Training of staff with new technology
• How can large hospital systems sharing information when different platforms are being used?
• How do you handle remote workers with time tracking and time cards?

Emerging Leaders
• How to identify? What type of leader are we looking for?
• Leaders without titles
• What motivates a person to be a leader? How do you guide and not over empower?
• Sense of purpose, believing in what you do
• What education opportunities exist?
• Leadership book club once a month, metrix learning, nonprofit mgmt. certification
• Six Sigma training
• Succession Planning
• What happens when a person comes in later in life to nonprofit but has leadership potential?
• Generation gaps
• Goes above and beyond, mission minded, passionate, willing to learn, change agent
• Teach leadership skills early on with youth programming like Girls on the Run
• Mentoring/coaching – weekly meetings. As a supervisor “how would you handle…”. Situational leadership

Sharing Resources

• Hard to engage with new ideas
• Overwhelmed with time constraints. Hard to carve out time to make changes
• Arc & OFA – parallel or fill gaps to check in on elders
• Arc provides services to CIDS for financial mgmt.
• State level support; human resources
• What constraints exist? How can you overcome?
• How do you start the conversation?
• What regulations exist?
• How do you reduce risk? Identify benefits?