

## Keynotes for Nonprofits March 2009



INITIATIVE  
FOUNDATION

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### Workshops & Conferences

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#### Recession Year Financial Leadership

*Wednesday, March 11, 2009*

*1:00PM – 4:30PM (registration begins at 12:30PM)*

*Central Lakes College, Brainerd, 501 West College Drive, Room E203, 56401*

You are invited to Brainerd for a special workshop on [Recession Year Financial Leadership](#) hosted by the [Minnesota Council of Nonprofits](#) and the Initiative Foundation. This workshop recognizes that the next two years will test even the sturdiest organizations -- compelling managers and boards to:

- Clearly understand the organization's current situation,
- Develop and evaluate the actual options available to the organization,
- Engage the support base and constituency of the organization about these options, and then
- Promptly make decisions, communicate them and take action.

Recession-Year Financial Leadership will illuminate the key decisions, choices and strategies that you should consider and provide you with analytical tools, templates and talking points to lead your organization, and join forces with partner organizations, in this most difficult year.

Presented by Kate Barr, executive director, [Nonprofits Assistance Fund](#) and Jon Pratt, executive director, Minnesota Council of Nonprofits, this workshop will emphasize the practical and realistic realities nonprofits are facing across Minnesota.

\$45 for MCN members / \$65 for nonmembers \* *Initiative Foundation grantees can register at the MCN member rate - to do this please download and mail or fax a registration form indicating that your organization is a partner of the Initiative Foundation.*

- Click here to [Register online](#)
- Register by fax - download and complete the [registration form](#) (including credit card information) and fax the form to 651-642-1517
- Register by mail - download and complete the [registration form](#), include payment (either a check payable to MCN or credit card information) and mail to: Minnesota Council of Nonprofits; 2314 University Ave. West, Suite 20; St. Paul; MN; 55114-1802

#### Lunch and Learn: Managing Money in Turbulent Times

*Thursday, March 26, 2009*

*11:45AM - 2:30PM*

*Kelly Inn, St. Cloud*

Almost every Minnesota nonprofit is being seriously affected by the recession. You have plenty of company if your organization is experiencing decreased or uncertain revenues, increased demand for services, a decline in individual contribution amounts, and increasing questions from board members

about finances. The recession is forcing all nonprofits to assess their condition and develop new kinds of plans and contingencies. It can be hard to know where to start. We'll share ideas about how to:

- Clearly understand the organization's current situation,
- Develop and evaluate the actual options available to the organization,
- Engage the support base and constituency of the organization about these options, and then
- Promptly make decisions, communicate them and take action.

You will receive some practical information and tools and share your experiences and ideas with your peers to help each other create plans and paths for the future. Presenting will be Kate Barr, Nonprofits Assistance Fund.

\$10 fee with lunch / Free without lunch

To register please complete the [registration form](#) or contact Janelle Steil with LarsonAllen at [jsteil@larsonallen.com](mailto:jsteil@larsonallen.com) or 320-203-5617

### **Program Development: Bringing a project from concept to reality ... What's the process?**

*Thursday, April 2, 2009*

*9:00AM - 3:30PM*

*Initiative Foundation, Little Falls*

Designed for nonprofit leadership teams including executive directors and board leaders, this workshop will provide you with practical steps and take home tools to:

- Assess community need and project feasibility,
- Learn about a logic model or theory of change,
- Create an implementation plan and strong team, and
- Monitor and evaluate results.
- Mission, vision and core values – getting all on the same page
- How to use the strategic planning process to guide your organization

Presented by Sharon Rodning Bash, graduate program instructor, St. Mary's University & Program Director, ArtsLab – Minneapolis.

\$12 per person / No cost to attend for Compassion Capital Fund Awardees

Pre-registration is required by **March 26<sup>th</sup>** and space is limited. Please visit our website for more information and to register: [http://www.ifound.org/event\\_information.php?EventsCalendarID=87](http://www.ifound.org/event_information.php?EventsCalendarID=87)

### **MAVA Volunteer Resources Leadership Training**

*April 7, 14, 28 and May 5, 2009*

*8:30AM – 12:00PM*

*Boy Scouts of America Building, Sartell*

Earn your Certificate in Volunteer Leadership in St. Cloud! St. Cloud Area Volunteer Coordinators, United Way of Central Minnesota and Minnesota Association for Volunteer Administration present the Volunteer Impact Leadership Training Series. This 8-topic series includes trainings on Managing Risk, Recruiting Volunteers, Positioning Your Volunteer Program for Success, Supervising Volunteers, Capturing Volunteer Motivation, Recognizing Volunteers and more!

Cost varies based on membership status and session choice.

For more information and to register, visit [www.MAVANetwork.org/VRL](http://www.MAVANetwork.org/VRL)

**Initiative Awards: Join 500 VIPs for a Starry Night**

*Friday, April 17, 2009*

*5:00PM social / 6:00PM for program and dinner*

*St. Cloud Civic Center*

Let the foundation be your celestial guide as we unlock the mystery of the stars at our 2009 Initiative Awards: A Constellation of Community Service. Join us as we honor six of central Minnesota's most brilliant leaders and organizations. (HINT: One of those is an "Outstanding Nonprofit" from St. Cloud!) Who is it? [Click here](#) to find out and sign up.

\$45 per guest

Visit <http://www.ifound.org/awards> for more information and to register.

**Northwoods Nonprofits: Smart Survival Guide for Nonprofit Boards and Staff – What you can do starting NOW**

*Tuesday, April 28, 2009*

*9:00AM – 12:00PM*

*Central Lakes College, Brainerd*

Experts warn that this recession will be one of the toughest challenges that nonprofits will ever have to face. You'll need to get the most out of every resource that you have! Two of the most precious assets to any nonprofit are its Board members and staff (paid or volunteer). In this workshop you will learn how to engage your Board and staff to do what's necessary to survive. You will receive suggestions for guidelines, tips and tools to:

- Quickly assess if your Board is prepared for the recession.
- Ensure a strong working relationship between your Board and Executive Director.
- Carry out the kinds of tough conversations and decisions that your Board will need to do.
- Maximize revenues where you can, while cutting expenses to minimize impacts to clients.
- Cultivate collaborations to maximize impact and efficiencies for your programs.
- Know what Board committees to have, and how can you focus and fully engage them.
- Keep Board members, staff and yourself sane during these very tough and challenging times.
- Utilize technology and its resources to maximize effectiveness and efficiencies in your nonprofit.

\$55 Staff / \$35 Board & volunteers

For more information or to register visit <http://northwoodsnonprofits.org> or call 800-370-9882

**The 2009 Minnesota Conference on Volunteer Administration – Impacting our Future: Connect, Strengthen, Inspire**

*May 18 – 20, 2009*

*Mayo Civic Center, Rochester, MN*

Don't miss Minnesota's largest volunteer leadership conference.

- Treat yourself to learning and networking!
- Three Keynote Sessions, including "Applying Hollywood Methods to Inspiring and Influencing Others"

- More than 40 educational sessions!
- Explore and have fun!

Register NOW to receive the early bird rate! Visit [www.mavenetwork.org/newsconference](http://www.mavenetwork.org/newsconference) for more information and to register.

## **Save The Date!**

### **Lunch and Learn: Weathering the Recession**

*Thursday, April 30, 2009*

*Kelly Inn, St. Cloud*

*More information to follow*

Nonprofit organizations aren't immune to the economic challenges facing our country. Government funding will be different in three or six months due to the budget cuts on the horizon. Private giving will continue to transform as foundations, corporations, and individuals adjust to the dramatic changes in investment values, personal income, and general business conditions. How will your organization be affected? At the end of this session, you will be able to:

- Assess your situation and to develop smart strategic responses to the economic downturn.
- Apply new tools and approaches to respond to changes in income.

This session is tailored for executive directors and presidents of nonprofit organizations, but would also be of interest to CFOs and other financial management positions.

### **Personnel Management for Paid & Volunteer Staff**

*Friday, May 1, 2009*

*Initiative Foundation, Little Falls*

*Info available soon at [www.ifound.org](http://www.ifound.org)*

### **Development & Implementation of a Fundraising Plan**

*Tuesday, May 12, 2009*

*Initiative Foundation, Little Falls*

*Info available soon at [www.ifound.org](http://www.ifound.org)*

### **Dissect the Frog**

*Thursday, June 11, 2009*

*Kelly Inn, St. Cloud*

This is a process by which an organization dissects its operations. The process encourages staff to talk about certain procedures and explore if efficiencies can be gained by changing the way business is done. Dissect the Frog makes organizations take a serious look at how to do business better and more productively. Brian Myres of ING Direct will be the guest speaker as he has led the Dissect the Frog process in many local organizations along with divisions within ING Direct. More information to follow.

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## Funding Opportunities

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### Nonprofits must prepare now to apply for stimulus bill money

The recent passage of the American Recovery and Reinvestment Act of 2009 (ARRA) gives a chance for eligible nonprofits to apply for stimulus grant money. Below are some starter resources to help you understand this complex bill and how your organization might fit into it. Check back soon to MCN and [Minnesota Budget Project](#) for more analysis and guidance on ARRA and the nonprofit sector.

- > [Read an overview of grant opportunities for nonprofits in ARRA](#)
- > [Get grant application information and tips from NCN](#)

### Otto Bremer Foundation – 2009 Grant Application Deadlines

The Foundation's review process begins once complete application materials are received. The proposals are acknowledged within three business days and applicants are notified immediately if a proposal is incomplete or falls outside our geographic or programmatic purview. Program officers review eligible proposals, request additional information if necessary, conduct site visits whenever possible, and make recommendations to the Trustees, who make final decisions at a bi-monthly meeting. To help in your planning, the following schedule notes the dates by which applicants can submit complete applications to ensure consideration at the next Foundation decision meeting:

Proposals must be received at the Foundation by:

Friday, April 24, 2009, Noon for consideration on July 30, 2009

Friday, June 26, 2009, Noon for consideration on September 30, 2009

Friday, August 28, 2009, Noon for consideration on November 19, 2009

Friday, October 23, 2009, Noon for consideration on January 28, 2010

For more information, grant guidelines and the application packet, please visit our website at [www.ottobremer.org](http://www.ottobremer.org)

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## Things to Know

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### 990-N – New Form for smaller nonprofits!

Half a Million Nonprofits Could Lose Their Federal Tax Exemptions, GuideStar Warns

*MSNBC*

By Josh Moore, 2/12/2009

GuideStar, the leading provider of nonprofit information, reports that half a million nonprofits could find themselves stripped of tax-exempt status in May 2010.

According to IRS estimates, that's how many smaller organizations have failed to file a Form 990-N.

The Pension Protection Act of 2006 requires exempt organizations (nonprofits the IRS has designated as exempt from federal income taxes) that do not meet the income threshold for filing an annual return (IRS Form 990 or one of its variants) to provide certain information to the IRS each year. The IRS created Form 990-N for this purpose, and smaller nonprofits began filing it in 2008.

[Read full article...](#)

**From Kathy Grochow's Bremer Nonprofit Resource Specialist newsletter...  
Nonprofit Boards Rising to the Financial Challenge**

Here are 10 things your board can do now to address the financial crisis:

1. Don't Panic
2. Think strategically
3. Get a realistic picture of your organization's financial situation
4. Create a contingency plan
5. Work more closely with your chief executive
6. Step up your fundraising
7. Tighten your belt
8. Pump up your engagement
9. Evaluate your compensation structure
10. Be a mission guardian

Go to [www.boardsource.org/financial](http://www.boardsource.org/financial) to read the full article and see more financial resources.

**Nonprofit Survival: Four Steps to Take Now**

*By Judith E. Alnes and Kate Barr*

Economic uncertainty and the threat of impending doom are not unfamiliar territory for nonprofit organizations. We've lived through multiple downturns and have "right-sized" ourselves time and time again. Philanthropic organizations have done likewise.

But something feels uncharted about this downturn. Perhaps it's the fact that it has fallen on the heels of a downturn from which we never really recovered. Perhaps the global nature of the economic stress makes us see ourselves in a broader context. In any event, this fire is real and hot.

For full article visit: [http://www.mcf.org/MCF/forum/2009/winter\\_commentary.htm](http://www.mcf.org/MCF/forum/2009/winter_commentary.htm).

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**Resources for Nonprofits**

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***MN Association of Volunteer Administrators shares these tips:***  
**Seven Tips to Capitalize on Volunteer Resources During Tight Financial Times**

When cash resources are tight, the value of volunteer resources assumes additional importance to nonprofits and governmental organizations. Every volunteer hour is value added to the organization. In Minnesota, the value of the volunteer time is an estimated economic contribution of \$3.4 billion dollars annually. With well-planned and well-executed efforts, it is possible to bring an increased share of those resources to your organization during these challenging financial times. The Minnesota Association for Volunteer Administration offers these tips to maximize the value volunteer resources bring to enabling organizations to survive tight financial times.

1. Maintain the volunteer manager position, even if faced with the need to make cuts, as the dollar value he/she brings to the organization is many times his/her salary costs.
2. Intensify the impact of volunteer recruitment messages by drawing powerful images from media attention about increased needs.

3. Look for new pools of volunteers such as job seekers or people who want to give gifts of skills and time because they are less able to give financially.
4. Assess the organization for new ways volunteers can meet community needs and reduce staff stress.
5. Avoid any perception that volunteers might be used to replace staff.
6. Make sure there are volunteer opportunities that do not require out of pocket costs.
7. Increase your ability to take advantage of opportunities available through use of volunteer talent by ensuring that leaders of volunteers are well trained in the best practices for volunteer management, and by placing the volunteer manager on the management team, if he/she is not already on it.

For a complete article on capitalizing on volunteer resources, go to [www.mavanetwork.org](http://www.mavanetwork.org).

### **The Lost Decade**

The state government is a partner with the nonprofit sector, the business community and Minnesota's residents in building a state with a high quality of life in which all people have the opportunity to succeed. Minnesotans have been served well by public investments. We are a leader in covering the uninsured and graduating our students from high school. Our state economy outperformed the national average for decades.

However, the decisions made to close budget deficits in this decade raise questions about whether the state has maintained its commitment to public investments. So the Minnesota Budget Project decided to take a deeper look at state investments over the past ten years in four key areas important to the well-being of Minnesotans and their ability to succeed. These areas are:

- E-12 Education
- Higher Education
- Childcare
- Affordable housing and homeless prevention

In each area, the report outlines the policy choices that influence funding in that area and how those choices impact Minnesotans. To see this report visit: <http://www.mncn.org/bp/lostdecade.htm>.

### **Bremer Nonprofit Resource Specialists Information:**

**NRS Blog, Check it Out!** - In an effort to reach a variety of audiences, Bremer's Nonprofit Resource Specialists launched a blog at <http://nonprofitresource.blogspot.com> as a way of sharing additional resources, information, and ideas. We invite you to share information or questions to the various topics presented within the blog.

**Bremer Nonprofit Resource Specialists' quarterly Nonprofit Connection newsletter** (<http://www.bremer.com/Home/Splash.aspx?id=2334>) – this month's subject is the 990. Sign up at [corporatecommunications@bremer.com](mailto:corporatecommunications@bremer.com) to get this informative newsletter.

### **Volunteers Are Very Valuable in a Recession**

February 2009 is an important time to review how you recruit and manage volunteers. In 1995, 48.8% of the US population volunteered (93 million people) and gave a total of 20.3 billion hours. Management techniques that promote a positive atmosphere for volunteers are even more important in tough

economic times.

<http://www.pointsoflight.org/downloads/pdf/resources/research/FriendlyAtmosphere.pdf>

### **From Carter McNamara, Authenticity Consulting, LLC**

[www.authenticityconsulting.com](http://www.authenticityconsulting.com)

The following articles are adapted from Authenticity Consulting's new book, "Field Guide to Developing, Operating and Restoring Your Nonprofit Board." (also includes sample policies, and much more!)

<http://www.managementhelp.org/boards/new-links.htm>

### **Ten Dimensions That Shape Your Board**

by Kim Sundet Vanderwall and Ellen Benavides

This workbook is based upon the authors' learnings from *Coloring Outside the Box: One Size Does Not Fit All in Nonprofit Governance*. This newly published workbook is designed to help organizations intentionally shape their governance to fit their values, resources and community strengths.

[Download this workbook to guide Nonprofit Board of Directors' conversations related to board development.](#)

### **Free Web Hosting for Nonprofit Organizations**

Thanks to one of our VISTA members for this list!

Think Host offers free webhosting to **green themed orgs**:

<http://www.thinkhost.com/socialchange/free-hosting.shtml>

<http://www.grassroots.org/application#>

<http://www.orgsites.com/>

<http://www.12wonderwebservices.com/npcs.php>

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*This newsletter is designed to share funding opportunities, resources, and conferences or training events of common interest for program participants and supporters of the Initiative Foundation. For more information about these and other training opportunities, contact Cathy Hartle [chartle@ifound.org](mailto:chartle@ifound.org).*

*If you wish to be removed from this mailing list or if you have other names/e-mails to add please contact Tricia Holig, [tholig@ifound.org](mailto:tholig@ifound.org).*