

# Center for Nonprofit Leadership Newsletter

July, 2016

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## Upcoming Events

**Human Resources Boot Camp for New York Nonprofits (Long Island)**

In partnership with Jackson Lewis PC, Pro Bono Partnership is offering a one-day workshop with an in-depth review of laws and regulations to human resources management and an update on recent legal developments. Featured topics include risk management, discrimination and harassment prevention and



Nonprofit brands are visible everywhere. Many nonprofits continue to use their brands primarily as a fundraising tool, but a growing number of nonprofits are developing a broader and more strategic approach, managing their brands to create greater social impact. The most impactful nonprofits integrate their branding and marketing plan into their overall organizational strategy. This LeadTime offers articles, resources and innovative tools to help nonprofit leaders manage their brand for greater impact.

## The Role of Brand in the Nonprofit Sector

Although many nonprofits continue to take a narrow approach to brand management, using it as a tool for fundraising, a growing number are moving beyond that approach to explore the wider, strategic roles that brands can play: driving broad, long-term social goals, while strengthening internal identity, cohesion, and capacity. This article in the *Stanford Social Innovation Review* discusses how nonprofit leaders can use new marketing strategies that will allow their brands to contribute to sustaining their social impact, serving their mission, and staying true to their organization's values and culture.

To read more, [click here](#)

## Nonprofit Branding Done Right Raises More Money

When it comes to updating nonprofit branding, there can seem to be more questions than answers. Questions like: (1) Will rebranding increase donations? (2) Will rebranding make it easier for us to convey our organization's impact and value? (3) Is now the time for us to rebrand? This downloadable eBook from nonprofit communications agency, *Big Duck*, is based on the results of a national survey of 350

wage-hour compliance (including the recent changes to the overtime rules from the U.S. Department of Labor)

**Date:** September 23, 2016

**Time:** 8:30 am to 4:00pm (ET)

To register, [click here](#)

### **Financial Management for Nonprofit Organizations**

Check out this FREE webinar from 4Good, Financial Management for Nonprofit Organizations. This webinar will cover the core differences between for profit and nonprofit financial management and will review practices that should be employed in a nonprofit organization to help them be more accountable, transparent and achieve long term sustainability.

**Date:** August 10, 2016

**Time:** 1:00 pm (ET)

To register, [click here](#)

nonprofit organizations that rebranded within the last 10 years.

To download the eBook, go to: [click here](#)

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## **Four Challenges Facing Nonprofit Marketers in 2016**

When marketing to potential donors and supporters, nonprofits have two goals: to win supporters to their cause, and to convert those supporters to donors or members to support their work. To achieve both goals, marketers will need to become more savvy than ever. This article discusses trends that could make life challenging for nonprofits, along with some marketing strategies that can help nonprofits end the year better than they started.

To read more, [click here](#)

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## **Five Things That Can Make Nonprofit Marketers More Effective**

Nonprofit marketers are using more content marketing tactics, social media platforms, and paid methods of content promotion than last year - and, according to a new report, *Nonprofit Content Marketing 2016: Benchmarks, Budgets, and Trends - North America*, they're becoming more effective. Yet, in terms of overall effectiveness, only 26% say they're effective - a drop from last year when about one-third of marketers said they were effective. This article reveals insight into tactics and tools nonprofits use to market their organizations, programs and services more effectively.

To read this article, [click here](#)

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## **What's Happening at the Center**

### **Saying Good-Bye to Brian**





### Quick Links

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Our Assistant Director, Brian Leander, is moving to a new position at Adelphi. While we are very happy for him, we will all dearly miss Brian's strong and effective leadership with LIC and other Center services, his positive outlook, and always helpful attitude, but most of all - his good spirit. We wish him well.

### **Get on Board**

Is your Long Island nonprofit organization looking for candidates to serve on their boards? Check out the Center's free board recruitment and matching service, *Get on Board*. The service connects nonprofit boards with individuals seeking an opportunity to serve. The Center connected potential board members to organizations such as United Veterans Beacon House, The Child Care Council of Nassau, STRONG Youth, Tender Touch for All, The Heckscher Museum of Art and Options for Community Living, to name a few. Congratulations to Jacqueline Stevens and Tamika Mendoza, who have been elected to the Board of Trustees of Options for Community Living.

To learn more about *Get on Board* and submit an organizational application, visit the Center's website [click here](#).