



LeadTime

Practical Resources for Today's
Nonprofit Leader ...

Center for Nonprofit Leadership

December, 2012

In this Issue

Want Greater Impact? Make
Strategic New Year's
Resolutions

Get the New Year Started by
Reviewing Your Bylaws

Go Viral in 2013

Philanthropists Want to Know
About Your Nonprofit

Online Giving Continues to
Rise

Coming! New Funding
Opportunity for Grassroots
Organizations in Uniondale,
Roosevelt and Hempstead

Pathways to Excellence:
Excellence in Board
Governance

Upcoming Events

*Pathways to Excellence:
Excellence in Board
Governance*

Want Greater Impact? Make Strategic New Year's Resolutions

One of the ways the Center is getting ready for the New Year is by assessing how Long Island's nonprofit landscape has changed because of the major events of 2012. Our New Year's resolution is to have a greater impact by offering programs and services to executive directors, boards of directors and new and emerging leaders and their organizations that reflect changes to the sector. This month's LeadTime offers tips, and links to resources to help you make your own organization's New Year's resolutions. Let us know how we can help.

Send us an email at:

centerfornonprofitleadership@adelpi.edu

Help us assess the long-term impact of super storm Sandy on Long Island nonprofits by [completing this survey](#).

Get the New Year Started by Reviewing Your Bylaws

Nonprofit executives and boards should review the organization's bylaws periodically and revise as needed. The requirements for bylaws are set by the state of New York. However, revisions are needed when there are changes to the mission or to how the board operates.

Look for a tool in the Center's January LeadTime and on our website that will help you keep this resolution.

Hear about board governance from this year's Nonprofit Excellence Award winners and learn about key strategies from high-performing nonprofit organizations and their boards. There will be an awards clinic to explain how to apply to next year's competition.

January 10, 2013
Pathways workshop 9:30 - 11:00 am
Awards clinic 11:30 am to 12:30 pm
FREE
Adelphi University
Campbell Lounge, Room 2

Webinar - LinkedIn Board Member Connect for Nonprofits

LinkedIn Board Member Connect helps nonprofit leaders easily identify connections to potential board members.

Thursday, January 10, 2013
1:00 pm EST
FREE
<http://nonprofit.linkedin.com/>

Webinar - The Keys to Successful Nonprofit Blogging that Drives Engagement

If you have a blog, do you wonder why you don't have more readers? If you don't have one yet, have you considered what a blog might do to help you create a greater awareness for your cause?

Tuesday, January 15, 2013
3:00 - 4:00 pm
FREE
<http://goo.gl/p8KGV>

Certified Nonprofit Accounting Professional Course (CNAP)

Go Viral in 2013

Social media can help you to go viral with your marketing strategy in 2013. A recent article discusses how the right social media strategy, tools, free online donation platforms and apps can help you create an explosion in awareness and support for your organization. In the New Year you can learn how to start a 'viral charity campaign.'

Read more:

<http://www.philanthropyjournal.org/resources/marketingcommunications/social-effect-%E2%80%93-how-social-media-has-led-%E2%80%99viral-charity-campaign%E2%80%99>

Philanthropists Want to Know About Your Nonprofit

The Giving Library, a new forum created by The Laura and John Arnold Foundation, helps donors learn about new opportunities to connect with nonprofits. You can create and upload a video that tells your organization's story, detailing its mission and the results it has achieved. Donors who visit the website can find out more about interesting nonprofits after seeing their videos. Mr. and Mrs. Arnold said they created the site to "help philanthropists explore a large number of giving opportunities in one place and to help them make informed and impactful decisions."

To apply go to: <http://www.givinglibrary.org/>

Online Giving Continues to Rise

Maybe 2013 is the year you step up your online giving campaign. Online donations could be a great way to diversify your funding and your donors. A recent study of online giving finds that more donors are giving online. The findings are based on a study of 8,700 charities that used Network for Good to process online gifts. During the week after Thanksgiving, the total amount raised online increased 42 % when compared to the same time last year, due largely to donations on #GivingTuesday, a day when nonprofits nationwide made a concerted effort to promote charitable donations. During Thanksgiving week, online contributions rose 61% from last year.

Coming! New Funding Opportunity for Grassroots

CNAP offers employees on the nonprofit financial management and accounting front line comprehensive training on every component of nonprofit financial management

Tuesday-Thursday, January 29-31

9:00 am - 4:00 pm

\$935

<http://goo.gl/ijmtJ>



[Our Website](#)
[Services](#)
[More About Us](#)

Join Our Mailing List!

Organizations in Uniondale, Roosevelt and Hempstead

Philanthropic Action for Challenging Times (PACT), a new undergraduate social work student organization at Adelphi University supported by the Riley Family Foundation, is looking to partner with and fund selected grassroots nonprofits in Nassau County. PACT has \$20,000 to distribute to as many as four grassroots organizations. Proposals must be received by January 29, 2013 at 5:00 pm. More info to follow.

Any questions email Jennifer McClendon at PACT@adelphi.edu

Pathways to Excellence: Excellence in Board Governance

Hear about board governance from this year's Nonprofit Excellence Awards winners and learn about key strategies from high-performing nonprofit organizations and their boards. This panel will be moderated by Ann Marie Thigpen, Director of the Center for Nonprofit Leadership, and will feature two panelists from the roster of Nonprofit Excellence Award winning organizations in the past six years.

January 10, 2013

Pathways workshop 9:30 - 11:00am

Awards clinic to explain how to apply to next year's competition

11:30am - 12:30pm

FREE

Adelphi University, Garden City

Campbell Lounge, Room 2