

Center for Nonprofit Leadership Newsletter

February, 2014

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FREE Center Webinar Watches

Energize Your Grassroots Fundraising

Join us for this two-part webinar and learn new and innovative ways to:

- Integrate fundraising into your organization strategy;
- Build an effective fundraising team; and
- Create a grassroots and donor fundraising plan for your organization.

Tuesday March 4, and
Tuesday, March 18
Adelphi University,
School of Social Work,
Room 302
1:00 pm to 2:30 pm



LeadTime

Practical Resources for Today's
Nonprofit Leader ...

Technology has become integral to the way nonprofits communicate, engage with donors, evaluate programs, schedule events or simply keep up-to-date with changes that affect the organization. This month's LeadTime offers articles and resources to help you maximize your technology resources and explore ways that other nonprofits are using new and existing technologies for greater sustainability and impact.

Use Technology to Advance Mission

The emerging technologies surrounding social media, such as micro-blogging, wikis, tweeting and social networking websites, are addressed in the Communications and Marketing section of the *National Council of Nonprofits'* website. Among the helpful resources available on the website are tools for developing effective social media policies, which include sample guidelines and a sample social media handbook.

To check out the list of tech resources, [click here](#)

How 10 Leaders Use Technology for Good

A recent article in the *Chronicle of Philanthropy* highlights how the winners of the 2013 Dewey Winburne Community Service Award use new media tools and strategies to help others. One of the award recipients set out to help families get access to various services by building an extensive online database of organizations in the San Francisco Bay Area that provide emergency food, legal services, health care, and early-childhood education, among other services. Another award recipient developed an application for mobile phones that helps people raise money for charity when they walk, run, or bike.

If you're a nonprofit executive, development officer, or interested staff member and would like to attend, please email Diane Wunderlich at dwunderlich@adelphi.edu

A Webinar to Watch on Your Own:

Tools for More Effective Nonprofit Board Meetings

FREE

March 12, 2014
1:00 pm to 2:00 pm

To register, [click here](#)

Social Media for Nonprofits

Social Media for Nonprofits will bring together nonprofit decision-makers and supporters in the NYC tri-state area to share practical tips and tools for fundraising, marketing, and advocacy.

March 17, 2014
9:30 am to 5:00 pm
New York, New York

To register, [click here](#)

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

Key Steps to Post-Implementation Tech Project Success

A brief but insightful article by Missy Longshore discusses what nonprofits can do to ensure the successful adaptation of new technology into the organization. For example, training all staff fully to use and leverage the system, software, or tool, can go a long way towards completely integrating the technology. Once the new technology is fully integrated, it is important to measure its impact on staff and organizational performance and evaluate the technology's impact in achieving mission.

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

How Fundraisers Can Get More Out of LinkedIn



At the 2013 Nonprofit Technology Conference, Anthony Pisapia, told participants that the key to using LinkedIn for reaching prospective donors, board members and funders is developing the right network. Sometimes that means turning down invitations to connect. Pisapia recommends that nonprofits set up LinkedIn groups that supporters can participate in, and "company pages" that they can follow.

To read more, [click here](#)

The Signs

"The Signs" is a short film created and written by Long Island teenagers for teenagers about teen dating violence that goes beyond the "bruises and black eyes." The short is the product of a grant from *The Allstate Foundation* to the *Center for Nonprofit Leadership at Adelphi University*, produced by the *Ghetto Film School* and guided by representatives from local domestic violence agencies.



Quick Links

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We are very proud of this short film and hope that you will find it a perfect fit for your audience. If so, please disseminate far and wide.

To watch, [click here](#)

Philanthropic Action in Challenging Times (PACT) Request for Proposals

Philanthropic Action in Challenging Times (PACT), a new undergraduate social work student initiative at Adelphi University, has \$20,000 to distribute to as many as four grassroots agencies in Nassau County. Grants will be awarded for either \$5,000 or \$10,000 to the chosen agencies.

Please click on the link to obtain the [RFP](#). Interested agencies should submit proposals via email to PACT@adelphi.edu.

Proposals must be received no later than **April 1, 2014 at 5:00 pm.**

Questions can be addressed to Njeri Kagotho at PACT@adelphi.edu