

Center for Nonprofit Leadership Newsletter

April, 2015

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Upcoming Events

FREE Center Webinar Watch

Join us for a FREE webinar from *Roadmap* that promises to demystify financial information and focus on what you need to know to make informed decisions and build financial health to sustain strong social justice organizations, alliances, and movements.

April 30, 2015
1:00pm - 2:30pm
Garden City, School of
Social Work, Room 302

If you're a nonprofit executive interested in attending, please email Diane Wunderlich at dwunderlich@adelphi.edu



Good volunteers are an important and sometimes undervalued asset to a nonprofit organization. In order to reap the maximum benefits of using volunteers in a nonprofit, it's important to develop a strategy for recruitment, engagement and retention. If a nonprofit can maintain loyal volunteers, it can get more done for less money, increase community involvement and visibility, and build a team of valuable ambassadors and supporters.

This LeadTime offers articles, resources and innovative strategies to help executives to develop a volunteer strategy for greater impact.

Volunteer Value Hits \$23.07 an Hour

The average value of a volunteer hour was up 52 cents to \$23.07 in 2014. The value of volunteer time provides one way to measure the impact millions of individuals make each hour they dedicate to making a difference, according to the *Independent Sector*, which recently released the figures from a research study.

To read more, [click here](#)

Four Principles of Volunteering



A report by *Reimagining Service* proposes that the reason 75% of Americans don't volunteer is because they are not being asked to. The report suggests that there are four principles that, if taken seriously, could help an organization overcome the challenges that limit volunteering.

A Webinar to Watch on Your Own

Author and consultant, Michele Levy, brings a practical approach to the topic of nonprofit branding. Learn from her real world examples, and walk away with tactics you can implement in your own organization.

May 6, 2015
1:00pm to 2:00pm

To register, [click here](#)



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To read about the four principles, [click here](#)

Link between Giving and Volunteering

A 2014 *Fidelity Charitable* survey explored the current volunteering activity of donors. The survey investigated the relationship between volunteerism and charitable financial support, the influence of age and life stage on volunteer activity, factors donors use to evaluate volunteer commitments, and intent to increase or decrease volunteer activity in the future. The study found that, "Eighty-seven percent of volunteers say there is overlap between the organizations they support financially and where they volunteer."

To download the study and read more findings, [click here](#)

Including Volunteers in Your Nonprofit's Marketing Efforts

A recent article posted in *Volunteer Management* offers nonprofit executives tips for ramping up their marketing efforts and including volunteers along the way. The article suggests leveraging volunteers' passion about the organization's mission by gathering their insights, opinions and ideas on the best way to present your cause to potential supporters.

To read more, [click here](#)

Guidance on the Nonprofit Revitalization Act for Boards

Visit the New York State Attorney General's Charities Bureau for publications to assist nonprofits and their boards in complying with the Nonprofit Revitalization Act of 2013. The recent publications discuss, audits, conflicts of interest, internal controls and whistleblower policies.

To view, [click here](#)