

Center for Nonprofit Leadership Newsletter

July, 2013

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Upcoming Events

Accounting Update and Best Practices

This FREE session, presented by the Nonprofit Coordinating Committee of New York,



The road to long-term impact begins with identifying and acquiring the necessary resources (board members, staff, volunteers, donors, money, technology and so on). The next step is developing those resources so that they are productive for the organization. This month's LeadTime offers articles and resources to help you identify, acquire and develop what you need now for the long-term impact you want to achieve.

Build the Board of Your Dreams Now For Long-Term Impact

There's no debating that without a strong and supportive board the executive is limited in what he or she can accomplish. The executive, however, plays an important part in building the right board to get the organization to where it wants to be. The following article offers strategies for executives who want to build the board of their dreams.

To read more [click here](#)

will cover best governance practices, such as compensation, conflict-of-interest policies and related party transactions.

August 1

United Way of LI

9:00 - 10:30 am

To find out more and register [click here](#)

YouTube for Nonprofits: 25 Strategies to Attract Donors

This FREE webinar will provide you with free or low cost strategies to incorporate YouTube in your fundraising efforts and attract donors to your cause.

August 6

3:00 to 4:00 pm

To register [click here](#)

Alliance for Nonprofit Management 2013 National Conference

The 2013 NY/NJ Capacity Building Conference will be held jointly with the Alliance for Nonprofit Management (Alliance) at the NJIT facilities in Newark, NJ.

August 7-9
Newark, New Jersey

Nonprofit Executives: Hire to Your Weakness

Nonprofit executives need to have a wide array of knowledge about everything that pertains to their organizations. Sometimes it's hard for executives to keep up, especially when the organization is experiencing rapid growth and change. The good news is that, as an executive, you don't have to be good at everything to be an effective leader.

Effective leaders hire to their weaknesses because they know that the organization benefits from having a well-rounded staff that reflects all the critical areas of expertise necessary for a successful organization.

To read more about hiring to your weakness [click here](#)

Professional Development and Training is a Good Investment

Jennifer Amanda Jones writes, "If donors want to ensure their donations are going to good use, funds earmarked for nonprofit professional development can be a wise investment." Training for boards, executives and program managers are investments that positively affect the nonprofit's bottom line. Nonprofit managers should also develop the necessary skills for program development and evaluation, technology, marketing, communications, and social media.

To read the article in *The Nonprofit Quarterly*, [click here](#)

Account for the Value of Volunteers

In a recent article, Susan J. Ellis reviewed the research study of 15 hospitals that managed long-term volunteer involvement. The department directors and the CEO were asked the same questions about volunteer involvement. Their answers differed significantly. The conclusion was that the hospital executives knew little about their volunteers. Ellis concluded, "What is not accounted for is not valued."

Here's a self-quiz to learn your level of awareness about your volunteers. The quiz could be applied to donors and key staff.

To learn more and to register [click here](#)



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To take the quiz [click here](#)

Websites Need to Connect Volunteers and Donors to Outcomes

Nonprofits that want to persuade people in their 20s and early 30s to donate their time and money have to update their websites frequently and include compelling details about their causes and the people they serve. "Millennials" are turned off by too much information about the organization itself. They want to know more about the programs, services of the organization and the community being served.

To read more [click here](#)

Nonprofit Website Assessment Guide

New to the Center's website is a guide from the *Bureau for Good*, that assesses your website, identifying common usability problems, and finding actionable ways to improve visitor experience and engagement.

To view the website assessment guide [click here](#)

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