

# Center for Nonprofit Leadership Newsletter

January, 2014

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## LeadTime

Practical Resources for Today's  
Nonprofit Leader ...

## Want greater impact in 2014? Apply lessons learned from 2013 in your planning.

January is a time when many nonprofit executives think about the lessons they learned the previous year and ways to capitalize on recent trends to increase their organization's impact.

This month's LeadTime offers links to articles and upcoming events to help you make good on your organization's resolutions and plans. Also, take some time this month to review the Center's services, tools and resources on our updated website. And, watch for an announcement about our new "board matching" service. Let us know how we can help you have greater impact in 2014.

Send us an email at:

[centerfornonprofitleadership@adelphi.edu](mailto:centerfornonprofitleadership@adelphi.edu)

Visit our website at:

<http://nonprofit.adelphi.edu/>

## What Nonprofits Should Stop Doing in 2014: Advice from the Experts

Senior Writer at *The Chronicle of Philanthropy*, Nicole Wallace, reflects on common practices by nonprofit organizations and proposes nonprofits should stop doing these things in 2014: (1) Ignoring people who make medium-size gifts; (2) Using social media indiscriminately; (3) Hoarding information; (4) Using generic language; (4) Fearing mobile technology; and (5) Shying away from risks.

## Upcoming Events

### FREE Center Webinar Watch: Do-It-Yourself Logic Models

Logic models are nonprofit road maps: they help you diagram where you are now and where you are in the future. Understanding and developing a logic model would be a terrific tool to use in your upcoming proposals.

February 26, 2014  
Adelphi University,  
Center for Recreation  
and Sports, Campbell  
Lounge, Room 3  
2:00 to 3:30 pm

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](mailto:dwunderlich@adelphi.edu)



## **A Workshop You Can Attend Pathways to Excellence: Excellence in Communications and Communications Technology**

Derived from the Eight Areas of Nonprofit Excellence and featuring panelists from winning organizations from the past seven years, this workshop is dedicated to informing nonprofit leaders about strategies that work to achieve management excellence

February 4, 2014  
New York, New York

To register, [click here](#)

## **A Webinar to Watch on Your Own Improving Long-term Performance: Business Planning for Nonprofit of all Sizes**

Business Planning is no longer limited to the largest nonprofit organizations, as small and medium nonprofits adopt this planning process to better plan for long-term sustainability.

FREE  
February 7, 2014

To register, [click here](#)

To read more, [click here](#)

## **What Nonprofits Should Start Doing in 2014: More Advice**

In a follow-up article, Nicole Wallace, proposes that nonprofits should start doing these things in 2014: (1) Keep an eye on the numbers; (2) Think about the second gift; (3) Experiment with raising money from the crowd; (4) Step up efforts to show impact; (5) Think multigenerational; and (6) Take visuals seriously.

To read more, [click here](#)



## **Using Social Media in 2014**

In 2013, the Institute for Nonprofits at NC State University surveyed 70 nonprofits with budgets under \$600,000 about how they use social media. Most of the respondents

reported that their websites list a mission statement, a description of the organization's programs and services, a calendar of events and a donate button and notices about volunteer opportunities. Only 20% reported that their websites provide information about employment opportunities, and even fewer provide copies of their IRS Form 990 or financial and budgetary information. Eighty-six percent use Facebook, one-third use Twitter and one-quarter are on LinkedIn and YouTube. Most report that they do not dedicate any funding for social media outreach.

In response to the findings, Jennifer Jones, at the Caster Family Center for Nonprofit and Philanthropic Research, said, "I believe in the next few years, [social media] will become increasingly important, especially in the areas of fundraising, friend-raising and advocacy."

To read the report, [click here](#)

## **Social Media Tactical Plan**

Check out the new addition to the Center's website, the Sample Social Media Tactical Plan. Designed for business applications, the Social Media Tactical Plan can be adapted by nonprofits that are interested in a strategic approach to using social media for fundraising and other activities.

To download a copy, [click here](#)



## **A Symposium You Can Attend**

Foundation leaders,  
nonprofit executives and  
impact assessment  
experts will share  
insights about setting  
and evaluating success  
metrics, lessons learned  
from collaborations and  
collective impact  
projects, and more.

February 25, 2014  
Baruch College School of  
Public Affairs  
55 Lexington Avenue at  
24th Street, 14th Floor  
8:00 AM - 12:00 Noon

To register, [click here](#)



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