

## e-Newsletter

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# Obama's Plan for Nonprofits

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*Richard Koontz, Director, Larned A. Waterman Iowa Nonprofit Resource Center*

Barack Obama becomes the president of the United States on January 20, 2009, and there has already been a great deal of discussion of what agenda he may have for nonprofits in America.

A concept from early in the Obama campaign is "The Social Entrepreneurship Agency." It would be part of the Corporation for National and Community Service and coordinate various federal efforts for nonprofits. One program within this agency is AmeriCorps. Obama plans to expand AmeriCorps from 75,000 slots to 250,000.

In Iowa, the Commission on Volunteer Service administers AmeriCorps funding. The Commission describes AmeriCorps as "a national service program that enables individuals to commit a significant amount of time to voluntary service designed to meet community needs." (For more

information on AmeriCorps in Iowa see the Commission's website at <http://www.volunteeriowa.org/ameri-corps/index.html>) Each year there are over 200,000 hours of AmeriCorps service in Iowa, and so, if the Obama increase of over 300 % of AmeriCorp slots is delivered to Iowa, that would increase the service to 660,000 hours per year.

Obama has also proposed the creation of a Social Investment Fund Network to use federal seed money to leverage private sector funding "to improve local innovation, test the impact of new ideas and expand successful programs to scale." The Social Investment Fund Network recognizes that the opportunities for research and development that private sector companies have could also be provided to nonprofits.

Under the Bush administration, there currently is the White House Office of

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## United Way Steps Up For Flood Recovery Efforts

*Lois Buntz, President & CEO, United Way of East Central Iowa*

Summer at many United Way offices involves calling on business leaders to ask for their continued support, working with "Pacesetter" companies and their employees, and preparing for the critical annual campaign ahead. These efforts pave the way for fundraising that provides critical financial assistance to dozens of nonprofit health and human service agencies which have a vital impact in our communities. But the summer of 2008 was far from typical.

Flooding caused devastation we will be living with for years. Many organizations, from government entities to businesses to nonprofits, stepped in at a time when we clearly needed "all hands on deck." Still, we found gaps in our communities' abilities to respond to such disasters. The United Way of East Central Iowa (UWECI) and United Way of Johnson County (UWJC) have been at the forefront of efforts to fill

*United Way, continued page 5*

## Trendy (and Totally Free) Internet Tools for Nonprofits

*Matthew R. Hoffman, Iowa Nonprofit Resource Center*

Nonprofit organizations can find numerous offers on the Internet for low-cost or free business software, website hosting, and advertising. Without intending to advertise for or endorse any specific company, this article will let you know about some fantastic free offers from two well-known companies: YouTube and Google.<sup>1</sup>

If your nonprofit organization meets certain criteria, you may be able to take advantage of these offers from YouTube and Google and receive some trendy tools to help promote your organization and possibly increase donations.

### **YouTube Nonprofit Program**

[www.youtube.com/nonprofits](http://www.youtube.com/nonprofits)

Do you watch music videos, sports bloopers, or movie previews on YouTube? Have you been looking for new ways to spruce up your nonprofit organization's website or improve your fundraising? Have you ever considered promoting your nonprofit organization through YouTube?

Since last year, YouTube has offered to host video web pages (YouTube calls them "channels") to qualifying nonprofit organizations at no cost.<sup>2</sup> In these channels, nonprofit organizations can display videos, post mission statements, list contact information, and carry on posted conversations with the public.

In addition to helping get your message out, YouTube has teamed with Google to process donations to nonprofit organizations through their website for free. Using Google's online donation

system, Google Checkout, nonprofit organizations may set up a secure process on their YouTube channel allowing supporters to make donations directly from the YouTube channel to the nonprofit organization's bank account.<sup>3</sup> Nonprofit organizations may also place the Google Checkout button on other websites or have another organization add a Google Checkout button for them.

Nonprofit organizations should not overlook a key feature of Google Checkout. Google Checkout accepts credit card donations on behalf of a nonprofit organization and does not require a merchant account or charge any processing fees to the nonprofit organization. Google plans to offer this free service to nonprofit organizations through 2009.

To see examples of YouTube channels with Google Checkouts, visit the YouTube pages for the Clinton Foundation<sup>4</sup> and The ONE Campaign.<sup>5</sup> There are currently about 140 other nonprofit organizations with channels on YouTube you can find by searching. Check out their sites to see if what's working for them might work for your nonprofit organization.

### **Google for Nonprofits**

[www.google.com/nonprofits](http://www.google.com/nonprofits)

In addition to Google Checkout, Google offers other free tools for nonprofit organizations. Nonprofit organizations who verify their 501(c)(3) status through Google's registration process receive access to the Education Edition of Google Apps.<sup>6</sup> Through Google Apps, Google offers premium business products that provide additional features beyond their basic services. These

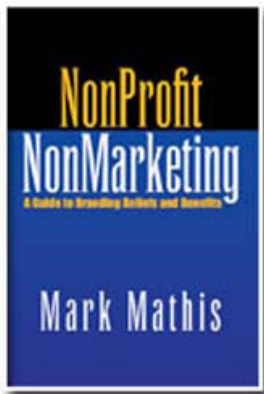
**Internet Tools**, *continued, page 3*

## Book Review

### Nonprofit NonMarketing: A Guide to Branding Beliefs and Benefits (Xlibris, \$19.99)

by Mark Mathis

*Reviewed by Jerome Coenic-Taylor*



*Nonprofit NonMarketing: A Guide to Branding Beliefs and Benefits* by Mark Mathis, is an excellent resource for the nonprofit community. The 200-page book provides organizations with the information to quick-start their marketing efforts. It discusses marketing efforts that include public relations, golf outings, advertising, guerilla marketing techniques, web sites, and more. The book helps the reader understand that marketing is about your strategy and that organizations should not focus on the money it takes to advertise before they come up with the ideas. This book will also help organizations create a brand image that will help it soar to greater heights.

*Nonprofit NonMarketing* has many ideas that you can immediately implement. It also gives you a way to start the strategy process. It's easy to advertise. It's hard, however, to set a strategy, prioritize goals, then develop a plan to reach those goals. You have to visualize to strategize. Tightly focused goals and strategic planning are what propel organizations forward. The book promotes growing an organization by reinforcing your marketing efforts.

Mathis encourages you to think big, flex your marketing muscle, and reach goals you probably thought were impossible. Advertising can help the company increase its finances through gathering support from more funders.

The reader is urged to think big, plan big and execute big. Because advertising is integral to marketing the organization, and it's not very hard to do, advertising

is one of the key methods nonprofits should use.

I highly recommend that workers in the nonprofit sector read this book and learn more about how to effectively advertise, market, and take their organization's vision to the next level.

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#### Internet Tools, *continued from page 2*

products include email security, archiving, resource scheduling, Google Video, secure access, support, and integration capabilities. To learn more check out the Google Apps webpage.<sup>7</sup>

#### Google Grants

[www.google.com/nonprofits/grantstutorial.html](http://www.google.com/nonprofits/grantstutorial.html)

Although Google offers many of its business tools free to nonprofits, its powerful advertising tool, AdWords, remains expensive.<sup>8</sup> In order to give nonprofit organizations access to AdWords, Google offers financing through a program called Google Grants.

Through Google Grants, nonprofit organizations may apply for up to approximately \$10,000 per month toward an advertising campaign. Recipients put the money toward the same text ads and keyword searching used by for-profit companies to advertise on the main Google webpage.<sup>9</sup> Unlike the other offers mentioned in this article, Google Grants requires a formal application<sup>10</sup> with stricter eligibility requirements.<sup>11</sup>

(Footnotes at: <http://inrc.continuetolearn.uiowa.edu/updates/enewsletterfootnotes.asp>)

**Obama's Plan**, *continued from page 1*

Faith-Based and Community Initiatives. In 2005 and 2006 Iowa has received just over \$16 million under the Bush faith-based program. Obama proposes continuation of this program, under the slightly different name, the Council for Faith-Based and Neighborhood Partnerships. One of the controversies in Obama's plan is a new requirement that faith-based organizations receiving the federal funding follow the anti-discrimination provisions of Title VII, which some commentators condemn as requiring a faith-based organization to hire people not of its faith.

Another concept that has been proposed by Obama is expanding the Service-Learning in Our Nation's Schools program, setting a goal that all middle and high school students do fifty hours of community service a year. He has also suggested establishing an American Opportunity Tax Credit for one hundred hours of public service a year.

The difficult financial times have as much weight for nonprofits as for-profit businesses, and it is not clear whether Obama will adequately address this. Obama recognized early on the significant employment level the nonprofit sector provides nationally: "The nonprofit sector employs one in 12 Americans." (This figure is slightly higher in Iowa with 8.9% of jobs in the nonprofit sector in our state.)

Paul C. Light in the *Washington Post* writes, "If Obama wants to shore up the safety net as unemployment heads for double digits, he must act soon to help the nonprofit sector." Having the nonprofit sector be part of the overall

economic stimulus package is seen by many as critical.

Several organizations have produced important materials regarding Obama's improvements in the nonprofit sector. One of the significant pieces for Obama is that submitted by the National Council of Nonprofits in December, 2008, a lengthy letter with a number of suggestions regarding legislation and administrative activity that could take place in the next administration (see [http://www.ndano.org/images/Transition%20Report%20--%20National%20Council%20of%20Nonprofits%20\(Final\).pdf](http://www.ndano.org/images/Transition%20Report%20--%20National%20Council%20of%20Nonprofits%20(Final).pdf)). Among its provisions the letter addresses issues in the Give Act and the Serve America Act and has several recommendations for the Social Entrepreneurship Agency.

Another significant piece for Obama's teams to review is Lester Salamon's "Nonprofit Policy Priorities for the New Administration" put out by Johns Hopkins University (see [www.jhu.edu/listeningpost/news/pdf/pres\\_sounding\\_FINAL.pdf](http://www.jhu.edu/listeningpost/news/pdf/pres_sounding_FINAL.pdf)). This study polls nonprofit executives and finds they are "pinning high hopes on a new national administration to establish a more supportive policy environment for their work at this crucial juncture of our national life."

Going forward, the nonprofit sector needs continually to stress to the new administration its record of efficiency and effectiveness in providing community services funded by all levels of government. Moreover, nonprofits with community physical infrastructure projects should be eligible for public funding.



**United Way**, *continued from page 1*

these holes and make sure those most in need get help.

Our first task in this emergency was to make sure United Way 2-1-1, which serves 24 counties in eastern Iowa, was ready to answer the call for those in crisis. Our planning and close working relationship with local Emergency Management Agencies positioned us perfectly to respond when needed, providing information and referrals, directing people to resources and generally being a place to turn for support. Since June 10, 2-1-1 has handled over 53,400 calls.

When the immediate call volume slowed down, 2-1-1 began taking calls to register flood affected households for Jump Start appointments. We will continue to serve the long-term recovery needs of people and organizations.

Not long after the floods hit, both eastern Iowa United Ways established Flood Relief and Recovery Funds. United Way of Johnson County became the primary location for funds aimed at helping people, businesses and organizations in the Iowa City-Coralville area.

In the Cedar Rapids area, United Way of East Central Iowa established a fund focused on providing support for nonprofit agencies which had facilities damaged as well as those that were seeing an increased need for services as a result of the flood. So far approximately \$1.23 million has been raised or pledged to the UWECI Flood Recovery Fund.

We have also taken a leadership position in the coordination of volunteerism. UWJC moved quickly to open its Volunteer Center before the Iowa River even crested. The East Central Iowa Volunteer Center in Cedar Rapids, opened within two weeks of the flood. Working with great support from the AmeriCorps/VISTA program, we've both matched thousands of individuals,

organizations and businesses with people who need help. Local churches and companies have already shown their commitment to our friends and neighbors, contributing tens of thousands of volunteer hours. Just as the need for volunteers will continue for a long time, our commitment to support these efforts is here to stay.

Many nonprofit health and human service agencies were also affected by the flood. Seventeen of these organizations in Linn County alone had direct flood-related damage to their facilities. This had a significant impact upon their ability to serve clients and meet ever-increasing demands. We brought and continue to bring these agencies together to assess the ways we can help them through the recovery and rebuilding process. This includes helping them communicate with other agencies, coordinating requests for funding support and providing whatever we can to get them operational in this time of transition.

Another critical aspect of the "behind-the-scenes" work we're doing is participation on several citywide recovery planning committees. United Ways represent the nonprofit sector on local long-term recovery committees, as well as numerous groups focusing on health and human service needs. We're at the table, working to make sure the agencies with whom we partner will be able to get back to work serving the needs of the most vulnerable in our communities.

The work we're doing in the community is helping with immediate needs as well as finding long-term solutions to issues we'll be facing for years to come. Health and human service needs are sure to increase as a result of the disaster we continue to face. United Ways will continue to do all that we can to help. We take very seriously our role as a trusted leader and catalyst for envisioning and creating posi-

**United Way**, *continued, page 6*

## To Manage Your Risk, Be Proactive

Nonprofit organizations and for-profit organizations have some major differences as well as similarities. Nonprofits are considered successful based on their effectiveness and efficiency in achieving their missions. In a for-profit environment, revenue and profits are the basis for success.

These organizational counterparts are identical in that they try to limit, wherever possible, any risk of loss. A key component in achieving organizational goals over a long period of time is proper risk management through the analysis of insurance coverage versus organizational risk.

Enterprise Risk Management (ERM) are buzzwords in the insurance business today. ERM is the process of planning, organizing, leading, and controlling the activities of an organization in order to minimize the effects of risk on an organization's capital and earnings. Enterprise risk management expands the process to include not just risks associated with accidental losses (traditionally covered in insurance policies), but also financial, strategic, operational, and other risks.

It is easy to know that you have protection from a fire destroying your business when you buy your insurance package, but what about the risk of government spending cuts? How about EEOC and HIPPA violations from a human resource perspective? Can your organization afford to be sued by an employee for discrimination or identity theft due to your records management?

Within the ERM concept are tools such as a Gap Analysis that explores your insurance contract as it relates to the risk associated with your organization. In Cedar Rapids, many nonprofit organizations faced disaster when the flood of 2008 carried years of business

development down the river. All told, 486 Cedar Rapids nonprofit organizations were affected, and it is scary to think how many were without plans and risk management for such an event. There are some great stories of how some firms were able to weather the storm and recover quickly.

If you take a closer look, it is likely that those are the organizations that made a commitment to management of risk beyond a traditional insurance package.

Working with a professional risk management advisor, you should focus your efforts on understanding what events would potentially bankrupt your firm, what events you could afford to risk, what a standard insurance policy covers, and what risk can be mitigated by proactive management.

The most cost effective way to deal with risk is to be proactive in reducing the likelihood of a loss. Sprinkler installation is less expensive than fire losses, and human resource consulting is less costly than fighting a sexual harassment suit. Dollars saved by avoiding losses have two major effects. One, you become more attractive to the insurance marketplace by driving your rates down, and two, you increase the dollars you can place in your program's budget.

The key to risk management is to think beyond the insurance policy. Think about risk in terms of events that would close your doors. Insurance can be purchased to help you recover from losses, but the greatest win is to avoid the loss in the first place.

**United Way**, *continued from page 5*  
tive community change. Our "Community Impact" agenda is focused on addressing the underlying causes of issues which affect us all. We are hard at work uniting people to invest in effective solutions that will improve lives, but we do so now with a focus on a new reality which impacts our nonprofit agency partners and the people they serve.

## Qwest Foundation Scholarships Benefit State Conference Attendance for Small Nonprofits

The Qwest Foundation granted the Larned A. Waterman Iowa Nonprofit Resource Center \$10,000 for the statewide nonprofit conference in October 2008. Half of the amount went to scholarships for conference attendees.

The conference, entitled the *Iowa Conference on Volunteer Service and Nonprofit Management*, was a joint effort between the University of Iowa's Larned A. Waterman Iowa Nonprofit Resource Center and the Iowa Commission on Volunteer Service. The theme was *Together: Building Iowa's Future*.

At right are some comments from scholarship recipients about the benefits of the conference and their scholarship awards.

### Principles, Practices Training to be Held in Des Moines

On February 18 there will be a training session in the Iowa Principles and Practices for Charitable Nonprofit Excellence at the Wallace Building Conference Room in Des Moines from 11 am to 4 pm. Lunch will be provided. There will be a charge of \$25.

The sessions will be taught by Richard Koontz, Jude West and Sandy Boyd from the Nonprofit Center. Topics include board selection and operations, strategic planning, executive director, human resources (including volunteers), communications, finance and funding, advocacy, collaboration, accountability and legal compliance. The training is in conjunction with Cultural Advocacy Day.

Enroll through the Iowa Nonprofit Resource Center at 866-500-8980, or, for an enrollment form, go to <http://nonprofit.law.uiowa.edu/updates/calendar/PrinPracRegFeb-18-09.pdf>

For additional training opportunities, see page 8.

*Cy Wakeman, both as keynote and her workshop, helped me see the changing attitude. Volunteer directors need to engage the baby boomers in our causes. We need a whole attitude shift.*

Linda Baynes

Lucas County Health Center, Charlton

*I was very impressed with both the Strategic Planning and Financials courses. They will help us get our planning process in order and assist us in focus.*

Joel Bennett

A Call to Serve Ministries

Pella

*Those workshops focusing on the Principles and Practices were most informative. Due to our limited budget, I would not have been able to attend this conference without Qwest's support.*

Christian Lutz

Iowa Architecture Foundation

Des Moines

*During the Activity Toolbox Workshop, I experienced several fast, effective tools for getting groups warmed up and ready to work together. I will be able to use these new activities with staff groups that I supervise and several advisory committees. Thank you for the scholarship and all the efforts to put on a great conference.*

Laura Schinnow

Iowa Valley Community College District

Marshalltown

There were 400 attendees at the conference, and the Larned A. Waterman Iowa Nonprofit Resource Center wishes to thank Qwest Foundation for its support in making the conference a success. The Nonprofit Center, in partnership with the Volunteer Commission, plan another statewide conference October 12-13, 2009.

## Training Opportunities

### Grant Writing Workshop

**Davenport, IA, February 9-10, 2009**

Scott Community College and Grant Writing USA will present a two-day grant writing workshop in Davenport, February 9-10, 2009. Beginning and experienced grant writers from area nonprofits are encouraged to attend.

A special tuition rate of \$375 is being offered and includes all materials: workbook and accompanying 220MB resource CD that's packed full of tools and more than 200 sample grant proposals.

Online reservations are necessary as seating is limited. Please use code "IANPO" to receive this \$50 discount at registration. Tuition payment is not required at the time of enrollment.

Be sure to visit: <http://inrc.continuetolearn.uiowa.edu/> for additional information on each event listed.

### Pro Bono Day

**Moline, IL, February 11, 2009**

Association of Fundraising Professionals (AFP), Illinois Quad Cities Chapter, will offer morning sessions and a keynote luncheon presentation at Stony Creek Inn, 101 18th St., Moline, IL.

Cost is \$15 for AFP members and \$20 for nonmembers.

For more information including location, maps, graduate testimonials and instant, online enrollment, visit: <http://grantwritingusa.com/events/write/daia0209.html>

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### Nonprofit Management Academies, Iowa State University

Information at: [www.extension.iastate.edu/communities/npma.html](http://www.extension.iastate.edu/communities/npma.html) and [www.extension.iastate.edu/communities/npmacatalog.html](http://www.extension.iastate.edu/communities/npmacatalog.html)

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Date/9:00 am-4:00 pm	Topic / Location
January 21, 2009	Outcomes Measurement (Davenport)
January 23, 2009	Nonprofits and Generational Change (Cedar Rapids)
February 4, 2009	Legal Issues (Davenport)
February 25, 2009	Diversity for Nonprofit Organizations (Davenport)
February 26, 2009	Boards and Leadership (Marion)
March 4, 2009	Marketing and Public Relations (Davenport)
March 26, 2009	Moving Your Nonprofit from Good to Great (Marion)
April 1, 2009	Strategic Planning (Davenport)
April 16, 2009	Fundraising and Managing (Marion)

## About Our Organization

The Larned A. Waterman Iowa Nonprofit Resource Center is a University of Iowa interdisciplinary collaboration created to make more accessible educational and service programs focused on strengthening the operational capacity of Iowa nonprofit organizations.

The Center works collaboratively with government agencies, nonprofit organizations and educational institutions to impart new knowledge through activities and provide in-

formation and training resources to help nonprofit organizations and interested persons throughout Iowa. We seek to build the capacity and develop the effectiveness of community-based organizations and enhance the overall effectiveness of local organizations in building communities. The Center also introduces students to the nonprofit sector and develops their sense of public and community service.

Visit the center's website at:

<http://inrc.continuetolearn.uiowa.edu>

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