

Southeast Region Nonprofit News

from University of Missouri Extension

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Editor: Celeste Vanderbrugen

Welcome! This is the first issue of Southeast Region Nonprofit News, a quarterly newsletter providing information to non-profits and organizations in southeast Missouri. At the University of Missouri we believe in developing the capacity of individuals and groups to meet the challenges of the future. Each edition will highlight information, resources and educational opportunities. It is my hope that this newsletter will help all of us share information and learn from each other across the region.

Today's environment can be challenging for nonprofits. Each issue will answer questions asked by organizations in our area. Each edition will highlight information, resources and educational opportunities. We also want to highlight the accomplishments of nonprofit organizations. If you have an accomplishment you would like to share with others, I invite you to submit it via e-mail to celeste@missouri.edu.

Celeste Vanderbrugen

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Recruiting Effective Board Members

"If you want to get something done, ask a busy person." — Lucille Ball. In many respects that saying is true. Don't discount a busy person from your board. Let them determine if they are too busy. You and your organization might be a priority for them. That being said, here are some tips:

- 1) **Who is missing from your board?** Are the roles of marketing, media and finance filled? If not, consider recruiting individuals who have an expertise in what your board is missing.

- 2) **Who recruits new board members?** Ask community groups, lay leaders and community leaders for the names of potential members. Better yet, invite a few to come together and brainstorm names. This gives your organization a new pool of potential board members.
- 3) **Is there a demographic missing from your board?** Review your board. If, for example, your board serves one county, do all members come from only one or two geographic areas of the county? What about age? Is everyone on your board from the same age group? Most commonly, I hear boards complain they do not have enough members between the ages of 18 and 30. Colleges and lay leaders are a good source of names. When you bring people together to brainstorm, you can always ask them to focus on your missing demographic.

Finally, when recruiting potential board members, be **specific**. How much time will your organization really need from them? Be prepared to brag! What has your organization accomplished? If there is a specific need you want them to help address, be honest and upfront about the issue. Be gracious! Someone who says "no" today may say "yes" tomorrow. The person who may not be willing to serve on a board could become a project partner later.

Nonprofit organizations are important to Missouri

Between 1996-2004, the number of nonprofit organizations in Missouri increased 26.5 percent. Missouri went from 27,767 organizations in 1996 to 35,124 organizations in 2004 (National Center for Charitable Statistics). That number is low since many small community groups are not included.

In 2002, nonprofit organizations were the fifth largest employer in the state. The top four were manufacturing, retail trade, services and public administration. As nonprofits, you account for almost 10 percent of the state's employment and 8 percent of all payroll dollars in the state. Nonprofits in the social service arena pay well. Paying wages 18 percent higher than the for profit counterpart sector on average. The complete Missouri report can be viewed at:

<http://www.missourieconomy.org/industry/nonprofit/Nonprofit.pdf>

Web sites of note

Please note that the first three Web sites are **not** maintained by the University of Missouri Extension, and we are not responsible for their content.

Techsoup (<http://www.techsoup.org>) focuses on technology services for nonprofits. The news and articles and discussion forums are up-to-date. The site also features discounted and donated technology products. Membership is free.

Board Cafe (<http://www.compasspoint.org/boardcafe/>) is sponsored by Compasspoint. The newsletter and archives are designed for nonprofits and their boards.

The Foundation Center (<http://foundationcenter.org/>) contains numerous free resources for organizations and nonprofits.

University of Missouri Extension (<http://extension.missouri.edu/>) includes news and information for most everyone from almost every path of life.

This issue's organizational spotlight is on:

The University of Missouri Madison County Extension Council began using community brainstorming meetings, to come up with possible nominees for their board, 3 years ago. The council then reviews the names at their next regular meeting. The first year forty **new** names were submitted. Last year, more than eighty names came out of the session. According to council chair Dave Ward, "It works, we are very pleased with the process." madisonco@missouri.edu

The Southeast Council on Philanthropy (SECOP) is headquartered in Cape Girardeau, Mo., hosts low cost educational luncheons. The council focuses on education, training and networking. They are hosting a noteworthy community outreach event by sponsoring a private screening of "The Ultimate Gift." When I talked to Trudy Lee, President of SECOP, she said "the event is important because we hope people will see the value of their generosity in both time and money. I believe philanthropy makes a community stronger. We want everybody who comes to feel like a star. Because of their giving back to the community our communities are stronger. The movie is about how we lead out lives to make a difference, because we all do, in big ways and small ways. The movie event will feature the full red carpet treatment and cost \$5 per ticket." The screening will be on February 22. For information call 573-651-5935

In an effort to promote sharing and learning, each issue will highlight one group's accomplishment/activity.

Give us feedback

Your feedback is welcome. If you believe this newsletter should be distributed monthly or bi-monthly, please e-mail Celeste Vanderbrugen at celeste@missouri.edu.

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