

# **Southeast Region Nonprofit News**

## **from University of Missouri Extension**

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Editor: Celeste Vanderbrugen

Welcome to the second issue of Southeast Region Nonprofit News, a quarterly newsletter for non-profits and organizations in southeast Missouri. At the University of Missouri, we believe in the capacity of individuals and groups to meet the challenges of the future. Each edition highlights 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. We also want to highlight the accomplishments of nonprofit organizations. If you have an accomplishment to share, I invite you to submit it via e-mail to [celeste@missouri.edu](mailto:celeste@missouri.edu).

*Celeste Vanderbrugen*

### **In this issue**

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### **Increasing Volunteerism**

*“How wonderful it is that nobody need wait a single moment before starting to improve the world” — Anne Frank*

Without volunteers, many of the organizations in our area would not be able to function. Volunteers are the essential wheels that keep an organization rolling. Whether your organization already uses volunteers or is thinking about developing a volunteer program, here are some tips for being successful:

- 1) **Before you bring on volunteers.** Be sure your organization has addressed any liability issues regarding volunteers and that your organization has a volunteer screening program.
- 2) **Recognition.** How do you recognize the contributions of your volunteers? Include ways for internal recognition since not all volunteers want their photo in the local paper. Some are happy to receive public recognition, and it gives your organization a chance for positive public relations. Public recognition also increases awareness of your organization and can be an effective recruiting tool for new volunteers.

- 3) **Expectations.** Your organization should have clear expectations for volunteers. What are the different roles you expect volunteers to fill? Are there any special qualifications needed? How much time will it **really** take? How little time are you willing to accept? Remember, recruit for the roles your organization needs.
- 4) **Who knows?** On more than one occasion, I have worked with an organization whose chief complaint was lack of volunteers. One of my first questions: Who knows you need volunteers? Before volunteers can take advantage of the opportunity to give their time, they need to know you need them. Are you recruiting in the same old places? What are your volunteer demographics?
- 5) **Respect.** Time is a valuable commodity. Your volunteers are giving of themselves as well as giving their time. No one is *just* a volunteer.
- 6) **Retention.** Address burn out before it happens. Volunteers need time off, too. Your organization does not want to have the reputation of exhausting their volunteers. Word of mouth in marketing is true for volunteers in the non-profit sector as well.

## **Nonprofit Organizations Are Important to Missouri**

According to the National Center for Charitable Statistics, 34,990 not-for-profit organizations registered with the state of Missouri in 2004 and more than 11,000 reported to the IRS. These organizations reported more than \$45 billion in total gross receipts and had owned more than \$65 billion in gross assets. That number is low since many small community groups are not included.

National Center for Charitable Statistics <http://nccsdataweb.urban.org>  
<http://nccsdataweb.urban.org/>

## **Web Sites of Note**

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

**Points of Light Foundation** The foundation's mission is to engage more people and resources more effectively in volunteer service to help solve serious social problems.

<http://pointsoflight.org/>

**The Urban Institute** is a nonpartisan economic and social policy research organization and an excellent resource. Type volunteers in the search box.

<http://www.urban.org/>

**The Leader to Leader Institute** mission is to strengthen the leadership of the social sector. When searching this Web site, be sure to click the leader to leader search selection <http://www.leadertoleader.org/index.html>

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

## **Web and E-Strategy for Your Nonprofit Seminar**

The Madison County Extension Council and University of Missouri Extension will host Web and E-Strategy for Your Nonprofit, from 5 to 7 p.m., June 28. The guest speaker will be Allan Pressel, CEO and founder of CharityFinders.

This seminar shows how any nonprofit can develop and execute an Internet strategy to further its mission. We will examine how nonprofits are, would like to and should be using the Internet — and how to bridge that significant gap easily and quickly. We will select one participant and analyze the organization's Web site, make recommendations on how the site — and everyone else's — can incorporate new, strategic features, and finally, we'll actually build a working, e-philanthropy prototype site in just minutes.

This seminar is geared to executive directors, board members, development and volunteer directors, IT directors, Web site administrators and other senior management. The information and strategies learned at this seminar will assist any nonprofit in fulfilling their mission—see more information below.

Each participant will be offered a free Internet Readiness Assessment of their Web site along with strategies for using the Web to further their mission and a high-level plan to bridge the gap. The workshop, conducted on site or by phone, includes the rapid building of a powerful e-philanthropy prototype Web site, incorporating much of your nonprofit's needed functionality.

There is no charge for the seminar. Participants may bring their dinner or order when they arrive. Dinner will be approximately \$6 per person.

For further information, please call Celeste or Nancy at 573-783-3303 or e-mail the MU Extension office, [madisonco@missouri.edu](mailto:madisonco@missouri.edu) <<mailto:madisonco@missouri.edu>> . If you can not attend the seminar, sign up for your private Internet Readiness Assessment workshop at [www.CharityFinders.com/](http://www.CharityFinders.com/) Madison

## **This issue's organizational spotlight is on:**

### **Non Profit Alliance of Poplar Bluff**

By Ken Parrett, President

Greater Poplar Bluff Area Chamber of Commerce

The Greater Poplar Bluff Area Chamber of Commerce is dedicated to helping the community grow and prosper, and one way we could see that happening is through the formation of our Non-Profit Alliance.

We formed the Alliance in 2005, and it provides the civic, service, and community organizations that are chamber members with a place to share ideas, network, request training and create opportunities to work together.

Each organization selects a representative for the alliance, and the leadership and direction of this organization is created solely by them. The chamber provides a

facilitator and other resources they might need.

We have experienced many successes with the alliance, our most recent was working with the Salvation Army to help 100 displaced workers after a local plant closing. We continue to look for opportunities to help the community grow through this Alliance. I am very proud of each and every participating organization.

Contact Parrett at [kparrett@poplarbluffchamber.org](mailto:kparrett@poplarbluffchamber.org)

### **Give us feedback**

Your feedback is welcome. Tell us what you want and need to be a successful nonprofit organization. Please e-mail Celeste Vanderbrugen at [celeste@missouri.edu](mailto:celeste@missouri.edu).

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