Bucks County Center for
Nonprofit Management

Your growth is our mission

Nonprofit News

How Do You Connect With Women Donors: The 4 Cs

*Note: This article is a summary of a blog from Allyson Kapin of FrogLoop.com, Care2's nonprofit online marketing blog and a webinar entitled: **The She Spot – Best Practices in Marketing to Women,** from Lisa Witter co-author of the book The She Spot and Morra Aarons-Mele of Women Online.*

According to Lisa Witter, co-author of the book **The She Spot – Best Practices in Marketing to Women,** and Morra Aarons-Mele of Women Online, women are the market for changing the world.

"Women have numerical advantages," said Witter and Mele. The average profile of a volunteer in the US is a working mother. Surprised? Check out these stats.

- Women give more to nonprofits than men do.
- In the last four presidential elections, women voted at higher percentages than men did.
- Women are connectors. Women are twice as likely to pass on information about your cause. So if your organization is not connecting with women in your campaigns, your nonprofit is missing out on major word of mouth marketing.
- Women make 83% of consumer purchasing decisions.
- Latina women are 3.5x more likely to respond to direct mail.
- 70% of women say that it's important for companies to engage in corporate social responsibility and be active in their local community.

Connecting with women in online social networks is also important, said Mele. Social media allows nonprofits to get to know their audiences because they can engage back and fourth with them real time.

- Women with children at home are more likely to use social networks then the average adult.
- Women 55+ are the fastest growing demographic on Facebook - up to 175% growth in the last three months.

How Do You Connect to Women? The 4C's

Care: Show women that you care. Be human. Tell real life stories.

Connect: Women really value community and connections. When your nonprofit connects women to each other, your organization strengthens its brand.

Control: Women want to be in control. "I think I Can" verses "The Sky is Falling." They want assurance that they can have an impact.

Cultivated: Women want to be cultivated. While it takes longer to engage women as donors or volunteers, once engaged their commitment is very high. "Don't just ask for money upfront though, warns Witter. Cultivate them first. Demonstrate your impact as an organization. Make them feel like they are part of a movement."

For more information, or to view the slide presentation on The She Spot, visit www.frogloop.com

Sring, 2010

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What the Public Doesn't Know Can Hurt You

Members Only - 52 Tips in 52 Weeks!

If someone calls your agency today and requests the organization's Form 990s for the past three years, would someone be able to help them right away? What would happen if someone walked through the door and asked to see a copy of the organization's Determination Letter or Form 1023* (Application for Recognition of Exemption Under Section 501(c)(3) of the Internal Revenue Code)? Would they be helped or would they be turned away by someone who had no idea what the person was requesting?

Nonprofit organizations are legally required to make these three documents available for public inspection upon request to anyone who requests them in person and available by mail within 30 days if requested by other means. Failure to do this could result in fines imposed by the Internal Revenue Service. According to the Standards for Excellence® Code, "Charitable nonprofits should have at least one staff member who is responsible to assure that the organization is complying with both the letter and the spirit of federal and state laws, which require disclosure of information to members of the public." Following the simple guidance found in the Code could save your organization unnecessary penalties and preserve the culture of openness in your nonprofit.

(*Groups that filed Form 1023 before July 15, 1987 and did not have a copy of the form on July 15, 1987 are exempt from the requirement of supplying or showing Form 1023. Exemption is granted since prior to July 15, 1987 groups were not required to furnish the form; therefore, many groups did not retain their copy.

For those groups who filed Form 1023 after July 15, 1987 and cannot find their copy, you can contact IRS Customer Service at (877) 829-5500 for replacement copies of your Form 1023 or your Determination Letter.)

Resource: The Standards for Excellence® Program's educational resource packet #16, Openness-Disclose It!, includes detailed discussion on federal regulations that apply to any nonprofit. This packet (available free to PANO members) covers requirements in fundraising solicitations, receipts, acknowledgements and much more! This tip was authored by Angineeki Jones of the Standards for Excellence Institute®. The series is based on the best practices in nonprofit management and governance described in the Standards for Excellence: An Ethics and Accountability Code for the Nonprofit Sector®. Learn more about PANO's Standards for Excellence® program at www.pano.org. James Eirkson at (717) 236-8584 x1011 or james@pano.org

PANO has allowed the Bucks County Center for Nonprofit Management to share this article from the Standards for Excellence Institute.

2010 Spring Nonprofit Management Training Seminars

$35 pp; Board members attend free* **www.buckscountynonprofit.com/training** **Doylestown, PA**

April 27, 2010 **Strategic Planning: Beyond the SWOT** 8:45-12:00 pm

Cindy Bergvall, CPA and Elizabeth Vibber, MS—Bee, Bergvall & Co.; Bucks County Center for Nonprofit Management

You've probably heard that your strategic plan is the road map for your organization to get where it needs to go. This is true-what is not true is that every organization needs to take the same road to develop a strategic plan. We will look at a number of approaches to planning and tools that you can use in the development of a strategic plan for your organization.

May 18, 2010 **Spectacular Special Events!** 12:45-4:00 pm

Stephen Forbus—ProFundraisers, Inc. and Jack Skudris—Memorable Affairs Catering

Whether you looking to plan an event for the first time or breathe new life into an annual event, experts will show you how your nonprofit can maximize your fundraising event dollars. We will look at how to engage your board and volunteers, essential pre-event planning, tips to reduce your event costs and provide a check list to ensure that your event runs smoothly.

June 15, 2010 **Volunteers: The Lifeblood of your Organization** 8:45-12:00 pm

Laura McClellan—Habitat for Humanity; Sarah Scott—A Woman's Place

Karen Langley—Doylestown Hospital; Beth Elliot—Council on Alcoholism & Drug Dependence, Inc

Our panel will discuss the essentials of a successful volunteer program. We will hear about developing a volunteer manual as well as the roles and responsibilities of a volunteer coordinator. Explore how to determine what the organization's needs are, how to recruit volunteers, how to involve volunteers in a meaningful way, as well as the importance of volunteer recognition.

Financial Record Security

Thank you to Joann Thurber of Bookminders for this article: jthurber@bookminders.com

You've worked hard to build your organization. You've built a loyal client base. But what would you do if your computer got a virus and crashed? Or someone stole the identity of one of your employees? Or a hacker learned your bank passwords?

You might think that as a small business or nonprofit organization, you're not a target for malicious hackers, but this couldn't be further from the truth. A survey by the Small Business Technology Institute reports that more than half of all small businesses in the U.S. experienced a security breach in the past year.

Think about what kind of information you could lose-tax records, confidential employee information, signed customer contracts, payroll information, banking information, just to start.

Stay Safe! Security Tips

Here are some actions you should take to provide basic security for your financial records.

1. *Protect Your Systems*--Equip all PCs and servers with a) an uninterruptible power supply to prevent corruption of data, b) virus detection software and adware/spyware detection and removal tools, and c) a firewall on all computers that connect to the Internet.

2. *Create Backups*-Make regular backup copies of all your important data. Store a secured copy away from your office.

3. *Use Effective Passwords*--Encourage non-obvious passwords and change them every three months.

4. *Keep Software Up To Date*--Without updates, your systems (operating system, anti-virus, anti-spyware and firewall software) will not be protected against new cyber threats.

5. *Lock Your Records*--Lock access to computers and file cabinets that contain financial information. Block all unauthorized access to the QuickBooks data file.

6. *Be Prepared For Emergencies*--Create a contingency plan for your organization so you can recover if you experience an emergency. Test your plan at least annually.

7. *Educate Your Staff About Security*--Having your employees trained in the fundamentals of information, system, and network security is one of the most effective investments you can make to better secure your business information, systems, and networks. You want to develop a "culture of security" in your employees and in your business.

Bookminders' Approach to Security

Providing an outsourced accounting service requires the highest standards for handling and protecting sensitive financial information. Bookminders has spent nearly two decades building the processes and systems to handle these requirements. The following are some of our significant control procedures that your organization can implement.

1. Use password protection for folders and files containing accounting system information.

2. Back-up financial information daily, weekly and monthly and always store back-ups at a secure offsite location.

3. Use a payroll service, and keep employee names and detail payroll information separate from the general ledger. Rely on the payroll service for secure and accurate employee data.

4. Make sure that the software's Audit Trail (if available) capabilities are turned on allowing unauthorized changes in data to be investigated.

5. Always have "separation of duties" so that the person reconciling bank accounts is not the check signer or preparer of deposits.

6. Generate bill payment checks directly from the accounting system to reduce the risk of check alteration and duplicate bill payment.

7. "Date-Stamp" all financial documents, and only use original documents for posting to prevent fraudulent alteration of document copies or duplicate entry.

8. Reconcile Point-of-sale systems daily to monitor variances between the deposits calculated by the POS and the amounts that actually get deposited into the bank.

9. Don't provide unopened bank statements for reconcilement. Management should take a few minutes each month to see if any check looks out of place.

10. Limit authorized personnel responsible for reviewing and approving disbursements. Carefully review credit card statements if employees use them for company expenses.

Malicious attacks and fraud are very difficult to detect and to completely avoid; taking steps towards prevention will help to deter potential threats.

Resources

National Cyber Security Alliance: www.staysafeonline.org
Small Business Administration: www.sba.gov
Federal Trade Commission OnGuard Online: onguardonline.gov/index.html
Better Business Bureau: www.bbb.org/securityandprivacy/Security Privacy Made Simpler.pdf
Internet Crime Complaint Center: www.ic3.gov

BCCNM Community Bulletin Board

For a more complete listing of announcements and job openings, visit our website at www.buckscountynonprofit.com

From Cindy Bergvall's Blog:
http://centerfornonprofitmanagement.blogspot.com/

<u>IRS Filing Costs to Form an Nonprofit to Decrease</u>

Currently if you wish to form a nonprofit you are looking at a filing fee of $850 from the IRS, not to mention incorporation fees, legal fees, and accounting fees to assist you with completing the many questions on the Form 1023. If all goes well, you receive your approval. If not, you may receive correspondence from the IRS asking for more details and information. It appears this process will improve in 2010.

Later in 2010, the IRS will be coming out with Cyber Assistant. Applicants who use this online system will only pay an application fee of $200. The online application process will probably insure that the form is completed properly and increase the likelihood of approval the first time around. It should also reduce the need for accounting or legal assistance in completing the application.

Visit the IRS site at www.irs.gov for more information on Cyber Assistant which is a web-based software program designed to help organizations prepare a complete and accurate Form 1023 application.

Please save the following dates for our Spring Nonprofit Seminars:

April 27, 2010
Strategic Planning: Beyond the S.W.O.T.
8:45-12:00 pm

May 18, 2010
Spectacular Special Events
12:45-4:00 pm

June 15, 2010
Volunteers:Your Most Important Asset
8:45-12:00 pm

Cost: $35 pp There is no charge for Board members attending with a paid registrant. Scholarships available.

All seminars are held at the PA Center for Biotechnology, 3805 Old Easton Rd., Doylestown, PA 18901

More information and registration at <u>www.buckscountynonprofit.com/training.htm</u> or contactLiz Vibber 215-343-2727, lvibber@bbco-cpa.com or at

Spring, 2010

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