

Career Lecture Series

Building Blocks of Starting a Non-Profit Organization

Gary Kelsey, Ed.D.

Building Blocks of Starting a Nonprofit Organization



Steve Hardiman
Host



Shannon R. Mouton
Alumni Relations Manager

Career Services Center

- Website: <http://careercenter.waldenu.edu>
Self-assessment, Research, Resumes, CV's, Interviewing and other Topics
- Career Services Blog
- Archived Career Lecture Series webinars
- Please join Walden University's LinkedIn group at: www.linkedin.com

About the Presenter

Gary Kelsey, Ed.D.

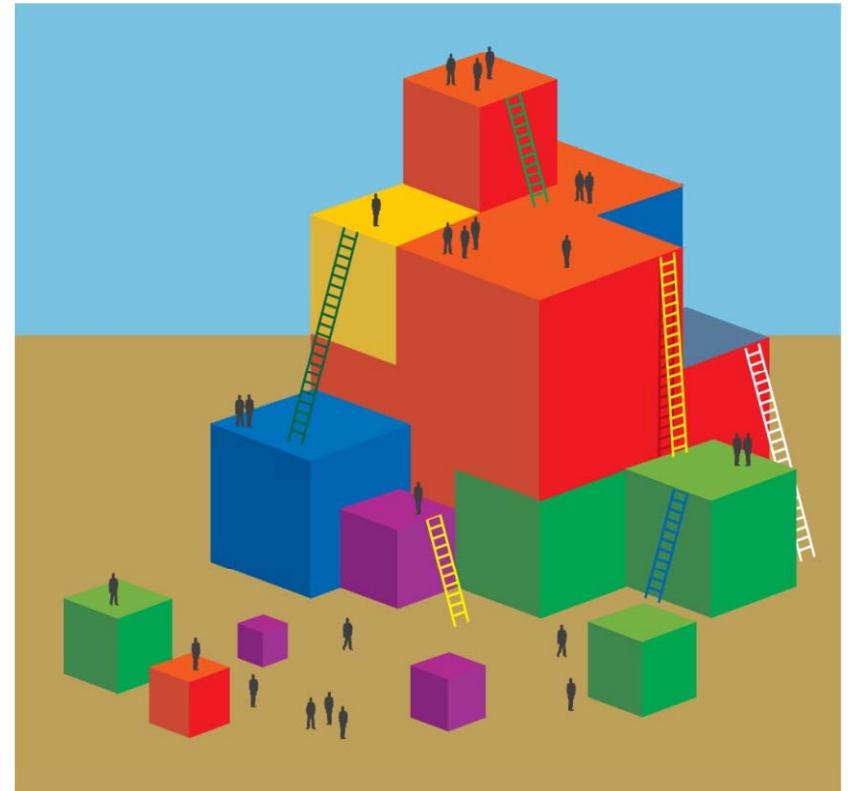
- Faculty member at Walden University's School of Public Policy and Administration, the University of St. Thomas, and Saint Mary's University of Minnesota
- Organizational development consultant with 32 years of experience in the nonprofit, government, and education sectors



Gary.Kelsey@waldenu.edu

Topics

- Getting Started –
Need, Vision,
Mission
- Board of Directors
- Staff and Volunteers
- Legal Issues
- Budget and Funding
- More Resources



Definitions

- What is a non-profit organization?
- How does it differ from for-profit or government organizations?

Needs Assessment

- Can you clearly articulate the problem or need?
- Can you identify the cause(s) that led to the problem or need?
- Who is affected by the problem or need?
- Do other organizations exist that can address the problem or need?

Vision

- Creating a Vision Statement
 - Inspiring
 - Clear
 - Challenging
 - Empowering
 - “Held Up” and “Lived”



Vision Statement Examples

Sample Vision Statement:

- *Walden University envisions a distinctively different 21st-century learning community where knowledge is judged worthy to the degree that it can be applied by its graduates to the immediate solutions of critical societal challenges, thereby advancing the greater global good.*

Mission

- Creating a Mission Statement
 - An organization's purpose
 - Why it provides the services it does
 - For whom, and
 - How it does it!

Mission Statement Examples

Walden University:

- *Walden University provides a diverse community of career professionals with the opportunity to transform themselves as scholar-practitioners so that they may transform society.*

Mission Statement Examples

The mission of the Riverland Technical College is....
“Education for employment.”

“The American Cancer Society is the nationwide, community-based, voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service.

Mission Statement Examples

“Goodwill Industries International enhances the dignity and quality of life of individuals, families and communities by eliminating barriers to opportunity and helping people in need reach their fullest potential through the power of work.”

Programs and Services

- What programs or services will the nonprofit organization provide to address the need or issue?
- Who will provide the proposed programs and services?
- How will programs or services be provided?

Non-profit Board of Directors

- The Board of Directors – Defined
- Types of Boards



Non-profit Board of Directors

- Organizational planning
 - Strategic Plan
 - Business Plan
 - Yearly Plan
 - Board Profile

Considerations in Creating a Board

- Representation
- Expertise
- Experience



Board Member Recruitment

- Job Descriptions
- Applications
- Additional Recruitment Materials
- Interview
- Mutual benefit



Managing a Board

- Orientation
- Evaluation
- Support and Recognition

Board Member Responsibilities

- Board members are:
 - fiscally
 - legally
 - morally...

... responsible for the organization

Legal Requirements

- Articles of Incorporation
- Tax-Exemption - 501(c)(3) Status
- Organizational Bylaws
- Other Requirements



Organizational Budget

- Revenues
 - Examples include fees, contracts, and fundraising
- Expenses include staff, benefits, program costs, office space and supplies, etc.



Fundraising vs. Development

- Fundraising defined
- Development defined

Development

5 Steps in Development:

- Identification
- Cultivation
- Education
- Solicitation
- Appreciation



Development Sources

- Government Grants
- Foundations
- Individual Giving
- Corporate Giving
- Earned Income
- Membership Fees
- Special Events



Staff and Program Volunteers

- Staff Roles
- Program Volunteer Roles



Alternatives to Starting a Non-profit

- Collaboration with another organization
- New program within existing agency
- Local chapter of a national or state organization
- Fiscal sponsorship
- Maintain an informal organization

Resources

- Federal web sites – www.irs.gov
- Secretary of State's website
- State Attorney General's website
- State Council on Non-Profits
- State Council on Foundations
- Private organization websites
 - Boardsource.org
 - Mapfornonprofits.org
- Chronicle of Philanthropy - philanthropy.com
- The Foundation Center – foundationcenter.org

Questions and Answers

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School of Public Policy and Administration

Introduction

Walden's School of Public Policy and Administration provides its students with a cross-disciplinary set of skills and the critical thinking needed to lead their organizations and help address the ethical, social, and economic issues facing our communities.



“The more I learn the more competent I feel that I can do my job. **Mark Shrives, Walden University School of Public Policy and Administration Graduate**

School of Public Policy and Administration

Program design

Experts

- **Academic**

- Texas A&M University, American University, The George Washington University, Texas State University

- **Nonprofit**

- American Cancer Society, The Harry and Jeanette Weinberg Foundation

- **Public/Private**

- U.S. Government Accounting Office, Bureau of the Budget, State of New York



M.S. in Nonprofit Management and Leadership

Completion requirements

The Walden M.S. in Nonprofit Management and Leadership is designed to be completed in 18 months*

- 51 total quarter credits
 - Foundation course (1 cr.)
 - Core courses (45 cr.)
 - Capstone course (5 cr.)



“In a brick-and-mortar classroom, I had to leave home and travel to the classroom. I wanted something that I could do from the comfort of my own home. When my children are at school or in bed at night, then I can go to school.” **Janet Fashakin, Walden University School of Public Policy and Administration student**

* Estimated time to completion depends on individual progress and number of credits transferred.

Enrollment Requirements

- Completed application
- Goal statement
- Current résumé
- Official transcripts

Contact an enrollment advisor at 1-866-492-5336

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Thank you for participating
in this online career lecture.

It will be available on the
Walden University Alumni Association website:
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is available through the Career Services Center:
careerservices@waldenu.edu
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