

KNN Launches 10th Anniversary Year of Celebration

This year marks the Kentucky Nonprofit Network's 10th anniversary of serving, strengthening and supporting the Commonwealth's nonprofit sector. While many celebratory projects are still in development, a few activities occurred during the month of April to launch this year of celebration.

On April 12, the last day of the 2012 regular legislative session, the Kentucky Senate passed a resolution recognizing the third week of April as Kentucky Nonprofit Week. Introduced by Senator Dorsey Ridley (Henderson), the resolution celebrates KNN's 10th anniversary and honors the important role that nonprofits play in our economy and enriching our communities.

Governor Steve Beshear also issued a proclamation on this date, echoing the critical role of the sector in meeting the needs of the most vulnerable Kentuckians.

"It is reassuring that our governor and General Assembly recognize that caring for our neighbors in need and improving the quality of life in Kentucky is not possible without the nonprofit community," said Danielle Clore, KNN Executive Director. "It is my hope that this formal recognition of the nonprofit sector's importance is a step to foster better relationships between nonprofit and government leaders at all levels as they work as equal partners to strengthen our communities."



L to R: Kelsey Lewis, Whitney Wilgus, Lynda Mae Wilson, and Danielle Clore visit with Governor Steve Beshear as he signs a proclamation recognizing Kentucky Nonprofit Week.

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Honor an Outstanding Board Member: KNN Announces PNC Bank and Mountjoy Chilton Medley Outstanding Board Leadership Award

KNN is proud to announce the new PNC Bank & Mountjoy Chilton Medley Outstanding Board Leadership Award, recognizing an individual providing outstanding leadership through service on a board of directors of a nonprofit organization in Kentucky. The award highlights the work of an outstanding board leader who is strategic-thinking; works cooperatively with other board members and the organization's executive director to further the mission of the organization; and recognizes and actively contributes to the success of the organization's programming, fundraising and service to the community.

For more information about this and other KNN awards, visit kynonprofits.org.

Sponsored by



**KNN Awards
Nomination Deadline:**

Thursday, August 16

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10th Anniversary

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As part of the 10th anniversary celebration, KNN hosted Nonprofits Going Green events in Louisville, Hopkinsville, Morehead and Lexington during Kentucky Nonprofit Week. The workshops, sponsored by Kentucky Utilities and Louisville Gas & Electric, provided nonprofits with information on wise water usage, waste reduction and recycling and energy efficiency. The events also shared important information about how going green can save organizations money with speakers from Bluegrass PRIDE, Eastern Kentucky PRIDE and LG&E and Kentucky Utilities. "Nonprofits have an opportunity, regardless of their mission, to engage in practices that care for our environment. An added bonus is these practices often can mean cost savings for the organization," Clore said.

A recording of the Nonprofits Going Green presentation has been added to the KNN SkillBuilders Webinar Series and can be viewed at kynonprofits.org



Nonprofit leaders visit with LG&E and KU to learn about money-saving energy-efficiency programs at Nonprofits Going Green events in Lexington.

Also during the celebration of Kentucky Nonprofit Week, April 15-21, KNN re-launched the *Principles & Practices for Nonprofit Excellence in Kentucky* tools to include an environmental stewardship component. The additions were created with the guidance of Bluegrass PRIDE, a KNN member in Lexington, and provide suggestions for going green (and in some cases saving money). Bluegrass PRIDE also helped develop a *Nonprofits Going Green Checklist*, sponsored by Kentucky Utilities and Louisville Gas & Electric, to provide nonprofits with a quick reference guide.

The Principles & Practices Guide and Workbook have been downloaded by nearly 1000 people since it was launched in February 2011. All of the Principles & Practices tools: Guide, Workbook, Going Green Checklist, online resources and

recorded SkillBuilders webinars, exist to help nonprofits strengthen their organizations through implementation of recommended best practices and Kentucky-specific legal requirements. The tools are designed to support and strengthen nonprofits by helping them become more effective and efficient.

To complement the Principles & Practices tools, KNN has launched the Best Practices Hub, a virtual place for chatting, learning, sharing and exploring best practices for effective nonprofit management. The Hub explores one best practice from the Principles & Practices for Nonprofit Excellence in Kentucky guide each month and encourages nonprofits to share their thoughts and implementation ideas and provides a forum for asking questions.



Topics discussed on the Hub so far have included Getting Staff Buy-In on Going Green, Board Member Term Limits, Crisis Communications Plans and Disaster Preparedness. Past topics can be searched through and sorted by category. Visit kybestpracticeshub.wordpress.com to check out the blog, learn from other posts and share your thoughts on best practices.

KNN's 10th anniversary celebration will continue at this year's Kentucky Nonprofit Leadership Forum, the only statewide gathering of nonprofit leaders in Kentucky. Mark your calendar to join in the celebration with a birthday bash on Wednesday, October 24 and the 10th Anniversary KY Nonprofit Leadership Forum on Thursday, October 25.

See what people are saying about their KNN membership!

"KNN is a valuable group that has helped spread the word about our organization, increased networking opportunities and valuable knowledge needed to run our organization." - Nicole Guffey Wiseman, Assistant Director, Friend for Life Cancer Support Network, Louisville

"I think your speakers, workshops, etc. are what make it worth being a member." - Ginny Grulke, Executive Director, KY Horse Council, Lexington

Join Today!

www.kynonprofits.org/join

(859) 257-2542

2012 Kentucky Nonprofit Day at the Capitol

The Kentucky Nonprofit Network and our partners hosted nonprofits from across Kentucky in Frankfort on February 8 for the Seventh Annual KY Nonprofit Day at the Capitol. The event provided nearly 100 nonprofit leaders an opportunity to visit with state legislators and communicate a unified voice for the sector.

For the first time, the event shared the message of **Kentucky's Future: Past Due**, promoting that tax restructuring must be addressed to create much-needed revenue for programs serving our state's most vulnerable citizens and those that will move us forward, such as education and health care. Nonprofits shared important facts about Kentucky's nonprofit sector to educate legislators on how the sector is an economic engine for the state, employing one in 10 Kentuckians.

Participants also had the opportunity to take a tour of the capitol, attend committee meetings of special interest, attend House or Senate sessions and visit with legislators and staff.

Special Thanks to the 2012 Kentucky Nonprofit Day at the Capitol Partners:



Recent Nonprofit Sector News:

KNN Releases *More Than Charity* Report

A report released by KNN highlights the social and economic impact of the state's nonprofit sector, featuring the most recent information and statistics on nonprofit organizations in Kentucky, including information on volunteerism and giving. Visit kynonprofits.org to download the report.

efforts to improve the lives and health of Kentuckians," Haynes said. "My life's work has been in public service and nonprofits, so I know firsthand the important impact nonprofits have as employers, advocates and service providers. The work they do is critical to our communities and to the commonwealth."

Haynes named secretary of Cabinet for Health



and Family Services

Audrey Tayse Haynes, a social worker by

training who knows her way around politics, government and the nonprofit world, has been named the new secretary of the state Cabinet for Health and Family Services. Haynes has spent the last 10 years as senior vice president and chief government affairs officer for the YMCA of the USA in Washington, D.C. During the latter part of the Clinton administration, she was chief of staff to Tipper Gore and an assistant to Vice President Al Gore.

National Nonprofit Network Expands Knowledge and Capacity for Nonprofit Advocacy

The National Council of Nonprofits, the nation's largest network of nonprofit organizations, and the Center for Lobbying in the Public Interest (CLPI), a recognized leader in nonprofit advocacy training, jointly announced that they are joining forces, with CLPI transferring its training materials, curriculum, and other program content to the National Council. Adding CLPI's proven advocacy and lobbying resources further strengthens the National Council's status as the leading network of nonprofits engaged in public policy matters that impact nonprofits and the communities they serve. KNN is a proud member of the National Council of Nonprofits.

Secretary Haynes recently commented on the release of KNN's *More Than Charity* report:

"Kentucky's nonprofit organizations are important partners in the Cabinet's



The Social Media Bandwagon – Should You Hitch A Ride?

An interview with Amy Sample Ward, membership director, NTEEN

Everyone's jumping on the social media bandwagon and it can be easy to become completely overwhelmed. What's the biggest mistake nonprofits make when they start using social media?

There are two and they're both equally as bad – the two sides of the spectrum. Organizations say they want to use social media, but it's in no one's job description, it's not prioritized and there's no strategy behind it, so there's no engagement. What it translates to is a blank page. On the other side in that starting-out phase, there's the opposite where nonprofits feel like they need to be on every single platform, where they spread themselves so thin that there's no strategy and they don't have the time to engage on every single one. Underinvesting in staff, time and content or saying you're going to be everywhere are both big mistakes.



Amy Sample Ward, membership director of NTEEN, is the featured presenter at the 10th Anniversary Kentucky Nonprofit Leadership Forum on October 24-25, 2012.

What are some successful strategies for nonprofits just starting out to build their social media networks?

The first thing is to see where your community is already online before you even create that Facebook or Twitter page. If you have an e-newsletter, put a little survey in there that says, "Let us know what channels you use," or put it up on your website. This way you can get an idea which platforms your community members are on, and once you dive in, really pay attention to the time of day that people are online and engaging. Also pay attention to the kind of content that the people in the community are talking about and sharing so you know what to do yourself. Lastly, make sure you're engaging and interacting with the people in your community. Don't just throw it out there and wait for people to respond; reach out and comment on their posts too. It's called social media, not broadcast media, so that social interaction needs to be there.

Everyone needs to raise more money! Can social media really help organizations raise money?

Really it's more of the opportunity to build trust more quickly,

have people get to know you and understand what you do so when you make an ask, they already trust you, they already know you because they've been following you on social media. In traditional fundraising, you have to get your list, send them a pretty mailer, then call them and talk to them to build that relationship; there are many steps that take time. Now you can build a very authentic and trusting relationship because they've found that you're engaging with people openly online. It's a great way to build relationships and maintain relationships between asks as well.

KNN Welcomes Our Newest Members

Organizations

- ACE Mentoring, Louisville Inc., Louisville
- After The Storm, Inc., Lexington
- Annville Institute Jackson County Ministries, Richmond
- Appalachian Community Theatres, Paintsville
- Bluegrass Community & Technical College, Lexington
- Boaz Foundation, Bonnieville
- Burnamwood Camp and Conference Center, Lexington
- Chefs In Christ, Lexington
- Clark County Homeless Coalition, Winchester
- Clark Regional Foundation for the Promotion of Health, Winchester
- Community Action Council for Lexington-Fayette, Bourbon, Harrison and Nicholas Counties, Lexington
- Eastern Kentucky PRIDE, Somerset
- Equipping Lydia, Lexington
- Faith Feeds of Kentucky, Lexington
- Family and Children's Place, Louisville
- Family Services Association, Danville
- Kentucky Assisting Deaf Adults to Participate Totally, Danville
- Kentucky Coalition of Nurse Practitioners & Nurse Midwives, Louisville
- Kentucky Hospice Network, Berea
- Kentucky Native American Heritage Museum, Corbin
- KY Safety & Prevention Alignment Network, Lexington
- Lyric Theatre, Lexington
- Mill Springs Battlefield Association, Somerset
- Northern Kentucky University -Scripps Howard Center for Civic Engagement, Newport
- Oldham County Extension Foundation, LaGrange
- One Horse at a Time, Inc., Nicholasville
- Pitt Academy, Louisville
- Rowan County UNITE Coalition, Morehead
- Shelby County Chamber of Commerce, Shelbyville
- Society of St. Vincent de Paul of Northern Kentucky, Covington
- South Central Kentucky Council of the Blind, Bowling Green
- Sweet Blessings, Lexington
- Taylor Manor, Versailles
- The Center for Courageous Kids, Scottsville
- UNITE Pike, Pikeville
- United Support and Memorial for Workplace Fatalities, Lexington

Businesses

- Paycor, Inc., Cincinnati
- Wyatt, Tarrant & Combs, LLP, Louisville

Individuals

- Doug Tattershall, Lexington
- Erika Branch, Louisville
- Jeanie Miller, Owensboro
- Julie Lamkin, Louisville
- Fran Taylor, Lexington

Protecting Your Nonprofit In and Out of the Board Room

An interview with Ralph Coldiron of Energy Insurance Agency, KNN's insurance partner

Q: *Fraud and theft at charitable organizations can be devastating. What types of insurance policies can protect a nonprofit from fraud and theft?*

A: Many nonprofits don't have the financial resources to recover from a devastating loss as a result of fraud, theft or misconduct. You'd like to think this will never happen at your nonprofit, but it can! There are several fiduciary coverages a nonprofit can put into place to protect the assets from fraud or theft – often critical to keeping the doors open. Each nonprofit is different and unique – some have a large amount of assets and some with just a few thousand dollars. A trusted advisor like the professionals at Energy Insurance can help evaluate each of these coverage options and make recommendations on how to best protect the organization's assets.



Q: *Should individual board members also explore coverage?*

A: Board members are the legal guardians of a nonprofit. We advise all board members to consider carrying an individual general liability policy that would provide legal services should the individual be sued personally as it relates to their involvement with a nonprofit board of directors. A nonprofit board might have D&O coverage in place, however this does not prevent individual board members from being sued. Personal coverage and D&O coverage won't cover those individual legal fees. Again, nonprofits are unique and a trusted insurance professional can assist a nonprofit board with evaluating their risk and assessing what coverage is appropriate for the organization and individual board members.

Q: *Nonprofits often assume they can't be sued. Explain this myth and how liability insurance can protect a nonprofit should this happen.*

A: Great question! If you are an incorporated 501(c)3 nonprofit corporation, your nonprofit CAN be sued. I advise all nonprofits to have Director's & Officer's (D&O) Liability Insurance. Some examples of claims under D&O insurance may be mismanagement of assets or wrongful termination suits. Since most nonprofits don't have money in reserves to cover their legal expenses in the event of a lawsuit, D&O is a must. We advise all individuals serving on any board of directors to make sure the organization has the appropriate D&O liability insurance.

To learn more, get a quote and speak to a representative about your organization's immediate insurance needs, please contact Ralph Coldiron at 859.273.1549 or email at rcoldiron@energyinsurance.com.

KNN Remembers Mike Mullins

Mike Mullins, executive director of the Hindman Settlement School and member of the KNN Advisory Council, passed away suddenly on February 19.



Mike became executive director of Hindman Settlement School in 1977 and worked tirelessly to provide educational service opportunities for the Eastern Kentucky region and promote Appalachian heritage during his 34-year career with the school.

Hindman Settlement School was one of the founding members of the Kentucky

Nonprofit Network and Mike joined the Advisory Council in 2009.

"Mike was one of a kind," said Danielle Clore, KNN executive director. "He had a unique understanding of the importance and value of KNN's mission and cared deeply about investments that would improve the quality of life for all Kentuckians. I valued Mike's perspective, respected his straightforward approach and admired his passion for our commonwealth and Appalachia, in particular."

Mike leaves behind a lasting legacy of service and love of community.

Special Events: To Do or Not To Do...Is That The Question?

By Lee Ellen Martin, CFRE, fundraising consultant
leeellen@insightbb.com

Ah, special events. We love them, we hate them. Should we or shouldn't we? That's all my volunteers want to do. What should we do to make our events more successful? How can they be less work? These are common things nonprofit leaders tell or ask me frequently about special events. Here are a few pointers to help make sure your fundraising events are a part of your well-rounded development efforts.

What Kind of Special Event?

There are two types of events in every organization, those that are designed to enhance your program or mission and hopefully break even and those designed to raise money. In this article, we are discussing the latter – those whose sole purpose is to raise money for your organization. As a matter of fact, fundraising events do not have to have any connection to your mission other than to provide financial resources to support the organization. These events can take many forms – galas; dinner and auction; golf, fishing or poker tournaments; runs and walks; wine or bourbon tastings. The event that will work best for your organization is the event that your volunteers and staff are most excited about and feel like they want to attend and bring friends!

How Many Events Should We Have?

Frequently, when I audit an organization's development efforts, I find that they rely too heavily on events and could benefit from focusing their time and energy on other areas of fund development. One really good fundraising event that your staff and volunteers plan from beginning to end is enough for one organization. If you have the capacity to do two, that is great... but any more than that and you will not have the time to spend on other vital fundraising strategies.

Feel free to have others host fundraising events to benefit your organization. Just make sure that you are clear about the roles and responsibilities of each organization when someone else holds an event for you. The bulk of your responsibility should be to receive the check either by mail or in person.

How Do We Maximize the Revenue?

For the events that you plan yourself, there are three revenue streams for a successful event.

Sponsorships – These funds should be solicited well before the event so that you can publicize sponsors in the save the date cards, invitations, advertising and programs. Remember,

sponsorships have a cost to them and you need to make sure that you offer a reasonable amount of benefit for each sponsorship. Be generous in recognizing the sponsors in ways that don't cost you money – logos or listings on your printed materials, signage at the event and a personal welcome from your biggest sponsor. You will need to give tickets to the event to sponsors and make sure that you are giving a reasonable number. If the sponsor comes in at a level for less than you asked, be sure to reduce the amount of recognition to match the giving level. There is value in associating with your organization.



Ticket Sales/Registration – These funds should cover the cost of your event plus earn some more for the organization. Check other similar events in your area to determine the going rate. For a dinner event with a bar, keep this in mind when setting your ticket price. Can you charge enough to have an open bar? Do you need to give several drink tickets per ticket? Should the entire bar be a cash bar?

A great KNN member benefit is a free call with sponsorship expert Barbara Harrington – she can review your sponsorship proposals and offer guidance on sponsorship pricing, benefits and more. Email Emailus@kynonprofits.org for more info.

Auction – Many events will lend themselves to an auction. Both silent and live auctions can be successful. Put your largest and most desirable items in a live auction. Generally, vacation homes, unique experiences or high ticket items are best in the live auction. Obtaining the services of a good auctioneer is key to a good live auction. They know how to keep the bidding going and increase the revenue. All other items can be part of a silent auction and auction packages can be created out of the smaller items. For instance, you could package theater tickets and dinner or a birthday cake and a kid's party. It is preferable to bid by numbers. Friends will not always bid against their friends, so bidding anonymously helps to increase your bids.

There are a few events that do not lend themselves to auctions, a 5K for example. With these events, you'll just focus more on

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sponsorships and increasing the participant pool.

Working with a volunteer committee helps to increase the success of the event for several reasons:

- The committee will plan an event they want to attend and will invite their friends and colleagues.
- You maximize the number of people soliciting auction items and sponsorships.
- Volunteers help get the work done - they can take a lot of the planning off the staff's plate from solicitation to decoration.
- It takes more than one opinion to come up with an event that is appealing to a broad spectrum of people.
- Including people with different networks increases your event's reach and appeal.

“One really good fundraising event that your staff and volunteers plan from beginning to end is enough for one organization.” Contact KNN for assistance with creating a fund development plan.

- What were the net profits?
- What auction items were most popular/brought in the most money?
- Were there any conflicts with date and/or time that hurt attendance?
- Were our sponsors happy (don't forget to ask!)?
- What individuals attended that need a follow-up to visit/build a relationship with?
 - Was there an appropriate division of work among volunteers and staff – how can we continue to utilize volunteers the next time around?
 - Were we able to educate attendees about our mission or is this for follow-up?
 - Have we sent thank you notes to the sponsors, auction donors and volunteers?
- What was great about the event and what can we improve?

Another important note for volunteer committees: be sure volunteers understand the budget constraints of the event so that everyone has their eye on maximizing net revenue.

It's Over, Now What?

Shortly after the event the staff and committee will want to evaluate it. Take a look at the following:

So, to get back to the initial question of **To Event or Not To Event** – I definitely say event, but with limits. With proper planning and expectations, volunteers and staff can raise significant funds with a successful special event. But, if your organization is relying solely on events to raise money for your mission, re-evaluate your efforts and build events into a well-rounded and comprehensive development plan.

Easy, Practical Steps to “Go Green”



Every industry is looking to adopt eco-friendly practices because of a greater awareness of environmental issues and growing energy costs, and nonprofits are no exception. However, with the strong focus nonprofits put on organizational mission, "going green" can easily be pushed to the back burner.

Being good stewards of the environment is something that any organization can accomplish in small steps. Here are three easy, practical ways to improve your workplace while keeping the environment in mind:

- **Improve recycling efforts** for paper, plastic, glass, scrap metal, aluminum and other materials to reduce your organization's waste output. Contact your county's Solid Waste Coordinator to find out what can and can't be recycled.
- **Save energy to save money** - set your organization's

thermostat a few degrees lower in the winter and a few degrees higher in the summer to save on heating and cooling costs. Turn off and unplug all computers and electric appliances when not in use or use a "smart" power strip that senses when appliances are off and cuts "phantom" energy use.

- **Get employees engaged!** Form a "green team" of employees who are passionate about environmental stewardship to lead the way in making your organization more environmentally sustainable. Start with something easily attained: focus on internal operations. Your green team can identify these opportunities to reduce your organization's footprint.

Check out KNN's Going Green Checklist, sponsored by LG&E and Kentucky Utilities, for more tips on going green!



By making strides with the three steps above, you can help reduce your organization's environmental impact and save money. Visit kynonprofits.org to download KNN's Going Green Checklist for more ideas.

Best Practices—Why Bother?

KNN launched our Principles & Practices for Nonprofit Excellence in Kentucky tools in February 2011. Since that date, over 1000 individuals have downloaded the documents and organizations from across the commonwealth are utilizing the webinar recordings, online resources and other tools. But we get it – using these tools can easily be just another thing on an already long to-do list. It's like eating healthier – you know there are many benefits, but sometimes the drive-thru window is just plain easier.



The Principles & Practices for Nonprofit Excellence in Kentucky tools were developed to provide organizations with both legal requirements for maintaining tax-exempt status and guidance on best practices for more effective, efficient and transparent nonprofit management. The tools cover 14 areas of nonprofit management and include:

- Principles & Practices for Nonprofit Excellence in Kentucky Guide
- Accompanying Implementation & Planning Workbook
- SkillBuilders Recorded Webinar Series
- Online resources, including links, templates and other sources
- Training and consulting assistance
- The Hub virtual discussion site to discuss specific best practices from the tools. Visit The Hub at kybestpracticeshub.wordpress.com.

Utilizing the tools doesn't have to be daunting – they are designed to meet you where you are and used at a pace that works for your organization. Use one tool or use them all. Work your way through the Guide and Workbook in two months or two years. Engage existing board committees in work aligned with each management area or create an ad hoc committee to work on the entire process. Again, these tools are meant to work for you.

To recognize the commitment required to implement best practices KNN launched the Best Practices Partnership in October 2011. The Partnership provides participating organizations with a logo for use in marketing their work to be more effective and the organization's logo is included in the Partnership online registry, kynonprofitpartners.org.

Here are a few of the ways our Best Practices Partners are using the tools:

- A student intern at the National Corvette Museum in Bowling Green assisted board and staff in working through the Guide and utilizing the workbook to identify "to do" items.
- Sarah's Place in Sandy Hook and God's Pantry Food Bank in

Lexington assigned an ad hoc committee of the board to review the Guide and Workbook and then broke out assignments for other board committees.

- Ronald McDonald House Charities of the Bluegrass in Lexington is using the tools as a Kentucky-specific complement to the best practices guidelines they must follow as a local partner of their global organization.

Mary Beth Touchstone, executive director of the Community Arts Center in Danville notes, "I make a point of stating that we are a Best Practices Partner in all of our grant applications and funding requests in a section entitled 'Transparency of Governance.' Recently, we collaborated with other arts organizations in our community and Danville City Council to apply for state recognition of a cultural district. We were successful, in part because of the Partnership, in becoming one of only five cultural districts in Kentucky: the Arts District of Danville."

Again, these are your tools to use as best serves your organization. To learn more about the Principles & Practices for Nonprofit Excellence in Kentucky program, visit kynonprofits.org or join us on an upcoming webinar. If you are a member and using any of these tools, we hope you will consider joining the Best Practices Partnership – a great way to engage board and staff in work to become most effective in achieving your mission and communicate this work with your donors, volunteers and communities.

KY Nonprofit Best Practices Partners

- Blue Grass Community Foundation, *Lexington*
- Blue Grass Farms Charities, *Lexington*
- Central Kentucky Community Foundation, *Elizabethtown*
- Chrysalis House, *Lexington*
- Come-Unity Cooperative Care, *London*
- Community Arts Center, *Danville*
- Corbin's United Effort, *Corbin*
- God's Pantry Food Bank, *Lexington*
- Kentucky Academy of Science, *Lexington*
- Kentucky River Foothills Development Council, Inc., *Richmond*
- Gateway Regional Arts Center, *Mt. Sterling*
- Lexington Habitat for Humanity, *Lexington*
- The Living Arts and Science Center, *Lexington*
- National Corvette Museum, *Bowling Green*
- New Opportunity School for Women, *Berea*
- Northern Kentucky Community Action Commission, *Covington*
- Ronald McDonald House Charities of the Bluegrass, *Lexington*
- Sarah's Place, *Sandy Hook*
- YMCA of Central Kentucky, *Lexington*



Scan to learn more about the Best Practices Partnership!

Upcoming Calendar of Events

Register today at www.kynonprofits.org



Scan to register now for an event!

JUNE 2012

Wednesday, June 27

8:30 am—4:00 pm EST

Lexington, KY

\$425 for members, \$795 for potential members*

*Fee is for an organizational team of up to 8 people

Board Development Clinic

Educate your board and draft a specific action plan for improved governance in one day. A combination of presentation and group exercises, the board development clinic is designed for board members and key staff to work together to understand and implement governance best practices. Even better, it's offered at a savings of over 80% off of the fee for a customized retreat. Fees for the clinic includes continental breakfast, lunch, beverages and program materials for all participants. *[Governance]* *[Risk Management]*

JULY 2012

Tuesday, July 10

5:30—7:00 pm EST

Lexington, KY

FREE for KNN members, \$30 for potential members

Nonprofit Boards 101

Join Danielle Clore for our most popular workshop, designed to complement your organization's board orientation for new members and provide a refresher for existing board members. The workshop will provide an overview of board service, including legal responsibilities and roles, board and staff partnerships, committees, recruitment and best practices. *[Governance]* *[Volunteer Engagement]* *[Risk Management]*

Friday, July 13

9:00 am—12:00 pm EST

Lexington, KY

\$75 for KNN members, \$100 for potential members

Social Media Clinic: Facebook for Beginners

If your nonprofit is interested in recruiting new donors, engaging current donors/volunteers and advancing your organization's mission with social media - our hands-on clinic/workshop for beginners is an event you won't want to miss! We'll walk your organization through, step by step, the successful set up and design of a Facebook Timeline Page. By the end of this clinic you will have: a Facebook Fan Page for your organization, will have posted your organization's first status update, know how to create a customized url (ie: www.facebook.com/kynonprofits), how to tag another organization or person, how to suggest and invite your supporters to like your page, view statistical information about your page and more. *[Communications]*

Thursday, July 26

9:00 am—12:00 pm EST

Lexington, KY

\$40 for KNN members, \$60 for potential members

Making the Ask

A major gifts program is essential for a solid fund development plan. Join fundraising consultant Lee Ellen Martin for this interactive workshop to learn more about: identifying donor prospects, securing the first appointment, creating cultivating strategies, donor recognition, taking the fear out of "the ask" and more! *[Fundraising]*

AUGUST 2012

Tuesday, August 14

9:00 am—12:00pm EST

Lexington, KY

\$40 for KNN members, \$60 for potential members

Problem Volunteers: Practical Approaches and Solutions

A difficult volunteer can be a nightmare for any organization. This interactive workshop with KNN's Whitney Wilgus will cover myths surrounding problem volunteers, what to consider before approaching a difficult volunteer, how to effectively communicate with them, and, if all else fails, find an exit strategy! Attendees will take part in hands-on activities to develop appropriate policies and practice conflict-resolution techniques. *[Volunteer Engagement]*

Tuesday, August 28

9:00 am—4:30 pm EST

Louisville, KY

*Presented in partnership with the Center for Nonprofit Excellence

IRS Workshop: Stay Exempt

Join the Internal Revenue Service to learn the fundamentals of what's required to maintain your tax-exempt status. Led by experienced IRS Exempt Organizations specialists, the workshops are designed for staff or volunteers of small or medium-sized tax-exempt organizations who are responsible for tax compliance or professionals (including advisors) seeking a refresher.* Topics include Form 990 series filing requirements, unrelated business income, charitable gaming, employment issues, recordkeeping tips and answers to your burning questions. *[Financial Management]* *[Governance]* *[Human Resources]* *[Fundraising]* *[Transparency & Accountability]*

Thursday, August 30

9:00 am—4:30pm EST

Lexington, KY

\$40 for members, \$50 for potential members

*CPE, CLE credits available

SEPTEMBER 2012

Wednesday, September 12

10:00 am—11:30 am EST

\$15 for KNN members, \$25 for potential members

Webinar: Nonpartisan Voter Participation Basics for Nonprofits

2012 is a big election year for Kentuckians. Not only will we be voting in the presidential election, but all six congressional seats, half of the state Senate seats, all of the state House seats, and a large number of local mayoral and city council races will be up for a vote. Join Nonprofit VOTE to learn the basics of nonpartisan voter engagement, including why this work is important for nonprofits, guidelines for 501 (c)(3)'s, voter registration, voter education and Get Out the Vote tactics. [Public Policy and Advocacy]

OCTOBER 2012

Wednesday, October 24—

Thursday, October 25

Lexington, KY

Kentucky Nonprofit Leadership Forum

Join KNN at the only statewide gathering of nonprofit leaders in Kentucky. Experienced practitioners and seasoned leaders present a variety of thought-provoking workshops, including beginner through advanced levels, to best support individual professional development. Attendees customize their conference, choosing from 16 concurrent sessions.

NOVEMBER 2012

Wednesday, November 7

12:00—1:00 pm EST

\$55 for KNN members, \$75 for potential members

Webinar: Direct Mail Is Not Dead

Think email, the Internet and social networking have or will soon replace direct mail? Not so fast! While these need to be part of the mix, direct mail is still the most effective method for your nonprofit's fundraising and communications plans. We'll discuss fundamentals of a successful campaign, including letter writing, pieces to include, telling your story and more with Lee Ellen Martin, fundraising consultant. [Fundraising]

DECEMBER 2012

Wednesday, December 3

4:00—5:00 pm EST

\$55 for KNN members, \$75 for potential members

Webinar: It's Not About the Form! A Practical Process for the Board's Evaluation of the Executive Director

One of the most important duties of a nonprofit board is to support and evaluate the chief executive and unfortunately, too much energy is spent discussing which form to use. While many boards struggle with this issue, the good news is that you don't have to be a human resources expert to make this a productive experience. This webinar will provide boards with a simple and effective process for accomplishing one of their key responsibilities, including strategies for engaging the full board and the executive in the process and maintaining momentum after the evaluation. [Governance] [Human Resources]

Webinar: Using Principles and Practices Tools to Strengthen Your Organization

Join KNN executive director, Danielle Clore to learn about all of the Principles & Practices resources, including an overview of the program, a step-by-step process for utilizing the tools and strategies for communicating your work with donors and volunteers, including the KY Nonprofit Best Practices Partnership.

July 20, 1:30-2:00 pm EST

September 6, 10:30-11am EST

November 9, 10:30-11:00am EST



Three Ways to Start Saving Money TODAY



Could your nonprofit use a little budget relief? One of our members is saving \$33,000 PER YEAR by opting out of the state unemployment insurance system and working with our partner, First Nonprofit Companies. Nonprofit employers with ten or more employees typically save most. But given the financial crisis facing our state unemployment insurance system with loans and interest due to the federal government, opting out may save your nonprofit from future surcharges. Contact KNN to connect with First

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|--------------|-------------|
| July 19 | October 18 |
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Energy rebates your nonprofit can count on.



What facilities aren't looking for ways to improve efficiency these days? That's why Louisville Gas and Electric Company and Kentucky Utilities Company offer a program that not only helps your nonprofit save energy and money, but rewards energy upgrades with cash rebates, too.

The LG&E and KU Commercial Rebate Program helps commercial customers earn rebates of up to \$50,000 per facility per year for making energy-saving improvements around your facilities and to help offset the costs for upgrading certain equipment, such as lighting, air conditioning, refrigeration and more.

Help Make a Difference.

LG&E and KU provide customers with the tools and resources they need to help them better manage their energy usage and reduce their energy consumption.

As of March 2012, more than 900 commercial customers across Kentucky have already earned almost 2.9 million dollars in rebates. Customer participation in this program alone has allowed LG&E and KU to reduce approximately 2.89 megawatts of electric demand. To put that into perspective, one megawatt can supply enough energy to power more than 720 homes.

What business wouldn't want to help reduce energy demand, maintain a ready supply of energy for our expanding communities and help delay the need for additional generation sources?

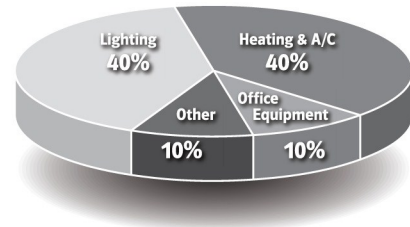
How Much Could Your Nonprofit Earn?

It doesn't matter if you are big, small or in-between – applying for commercial rebates can bring you a big advantage in today's economy. Nonprofits and other commercial customers can apply for one or more rebates any time you make qualified improvements.

Whether you're making capital improvements or upgrading to compact fluorescent lighting in your offices, we'll work with you and your staff to help you earn cash rebates for qualified improvements. The typical commercial rebate is around \$2,000 per year, but each qualifying site or building can earn up to \$50,000 in rebates per year.

How Does Energy Usage Make an Impact?

Lighting, heating and A/C equipment can account for as much as 80 percent of your facility's energy use. A good way to reduce your overall energy usage is to look for areas where you may be using energy unnecessarily – either in areas not often used or when your facility is empty.



Consider installing motion sensors, dimmers and task lighting to reduce your lighting expenses and avoid using more lighting than necessary. Save additional energy by installing programmable thermostats that feature set-back technology for evenings and weekends. Powering down computers and large electronic devices, as well as unplugging electric charges, will help cut down the energy drain from your office equipment. Power strips make great central "turn-off" points.

Simple Steps. Big Rewards.

If you are unsure where to start, simply sign up for a commercial energy analysis with LG&E and KU to have a trained energy specialist provide an on-site review at your facility at no additional cost. While walking with you through your facility, an energy specialist will recommend improvements with payback periods of seven years or less. He or she will also point out improvements that qualify for commercial rebates. Just request your analysis appointment online at lge-ku.com/comaudit or call 1-800-356-5467.

Ready to get started?

Apply for rebates online at lge-ku.com/rebate or call 1-800-356-5467.



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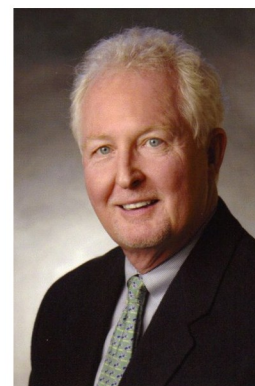
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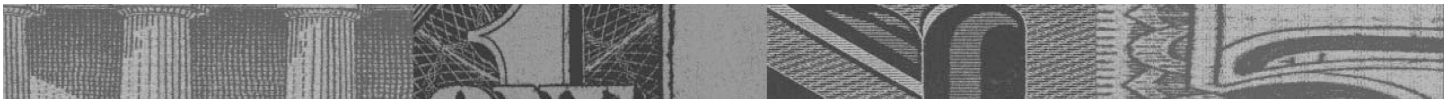


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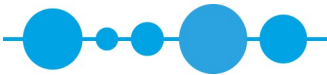
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The Kentucky Nonprofit Network exists to serve, strengthen and support the Commonwealth's nonprofit organizations.

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