

Listening to what's on your mind and sharing what's on ours

By: Jim White, Executive Director, *Nonprofit Association of Oregon*

Over the past two days I had the opportunity to connect with nonprofit leaders in Eugene, Grants Pass and Medford. We discussed nonprofit fundraising; advocacy; best practices for our sector; and the preparations we are (or are not) making in case of disasters. So many great conversations and important work being done by leaders in our sector.

It was evident as I drove through the fall foliage that the rains and snow have returned to our beloved state, but so many parts of Oregon are still recovering from the fire season and I could see burned out sections of tree stands along the way. Part of my trip was to attend a conversation NAO held in Medford on disaster contingency planning for nonprofits, with stories and tools from local nonprofits. [Portland State University](#) Professor Grace Chikoto-Schultz shared the results of the [2018 Oregon Nonprofit Disaster Preparedness Report](#) and I was amazed to see the level of preparedness of organizations like [ACCESS](#), the [Additions Recovery Center](#) and [Rouge Valley Family YMCA](#)! Please be sure to keep your nonprofit staff and program participants safe by planning for the unthinkable.

We put together [some resources](#) to help you out. Unfortunately, the unthinkable *will* happen as it did in Paradise, California, and just this morning with the 7.0 magnitude earthquake that hit near Anchorage, Alaska. Our thoughts are with all of our western neighbors.

We were excited to host the NAO annual member meeting call a week ago and deeply appreciate every one of our members across Oregon. I want to give a very special thank you to outgoing NAO Board President Nancy Ramirez Arriaga. Her leadership and passion for building an equitable and inclusive nonprofit sector is unparalleled. Thank you Nancy! Also a big thank you for the services of Claire Seguin (Springfield), Chris Krenk (Lake Oswego), Kathie Collins (Ontario) and Matt Scott (now in Boise) as they complete their service on our board of directors!

Through the action of you, our members, the 2019 NAO board has been voted into service. These are *your* representatives governing *your* state association. We are delighted to have a talented group of four new board members joining the amazing team of leaders already

Continue reading >>

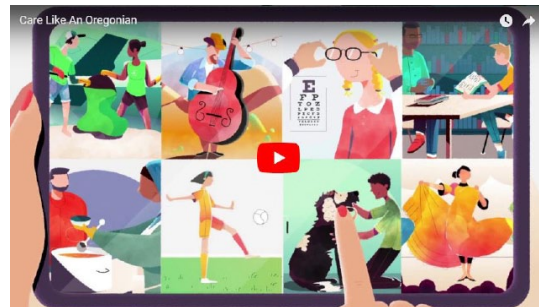


serving the nonprofit sector. Welcome to our new board members Betsy Stark Miller, Merten Bangemann-Johnson, Raziah Roushan and Sprinavasa Brown. You can see their smiling faces below and get more information on them and their amazing backgrounds [here](#).

I hope that you are all enjoying successes in your work, especially as we head into the last weeks of fundraising for 2018. In the conversations I have been having with many of you, you are reporting that Oregonians are responding generously to your requests and investing in your important work. Awesome! To showcase the fantastic work you do and to encourage Oregonians to give generously to support your nonprofits, NAO created this short video - [Care Like An Oregonian](#). Feel free to use this video for your fundraising campaigns and efforts. Find ways to share the video on the right.

Have a great start to December and a great end of year fundraising drive!

Jim White
Executive Director, *Nonprofit Association of Oregon*



Where to use this video:

Share this video on social media, events, groups, community gatherings, and with your family/friends and using #CareLikeAnOregonian.

How to embed video for website/emails:

1. Open video on [YouTube.com](https://www.youtube.com)
2. Click share, then choose "Embed"
3. Copy HTML provided
4. Paste into source of website/e-mail.

Many thanks to the M.J. Murdock Charitable Trust, The Ford Family Foundation and Oregon Community Foundation for their generous support!

WELCOME NEW NAO BOARD MEMBERS

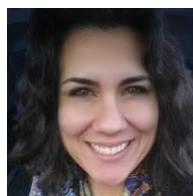
On Tuesday, November 20, NAO hosted its 2018 Annual Meeting Call where we announced NAO's new board members whose three-year terms begin January 1, 2019. Welcome new board members - We are excited to have you on board!



Merten Bangemann-Johnson
CEO of NeighborWorks
Umpqua



Sprinavasa Brown
Executive Director of
Camp ELSO



Raziah Roushan
President of Raziah
Roushan, Inc.



Betsy Stark Miller
Executive Director of CASA
for Children of Multnomah,
Washington and Columbia Counties

NAO board and staff thank outgoing board members who have been tremendous assets to NAO over the past few years. We will miss them but know they will continue to be strong advocates and part of NAO's network: **Kathie Collins** from Ontario (Past Secretary), **Chris Krenk** from Portland (Past President), **Matt Scott** who moved to Idaho this past summer (Past Treasurer) and **Claire Seguin** of Springfield (Past Treasurer). [See a complete list of NAO Board Members here.](#)

DONOR DATA MANAGEMENT: 5 TIPS FOR USING TECHNOLOGY EFFECTIVELY



By: Carl Dising for *DonorSearch*

Nonprofits collect all kinds of data on a daily basis. Every time a supporter makes an online donation, signs up to volunteer, or fills out an event registration form, you receive valuable information about who these individuals are and how they like to engage with your organization. To make sure that information doesn't go to waste, you need a donor data management strategy that supports your goals.

So how do you design such a strategy? Here's a hint: technology can help!

To help you use technology to manage data in the most effective way, we'll talk through 5 must-know tips:

1. Build an integrated CRM system.
2. Give donors control over their data.
3. Create targeted donor segments.
4. Devote time to database maintenance.
5. Develop processes around data entry.

BUILD AN INTEGRATED CRM SYSTEM.

The first step to keeping up with your donor data is to develop a strategic storage system for it. Between all of the different tasks vying for your team's attention every day, you don't want to waste too much time manually importing spreadsheets or attempting to transfer data between disconnected platforms. Instead, build out an integrated CRM system that centralizes all of your nonprofit data and provides robust tools for easier data management.

[Read full article here](#)

NONPROFIT DONOR THANK YOU'S: WHAT ARE YOU DOING TO STAND OUT

"A huge part of donor retention hangs on how well you say thank you."



By: Claire Axelrad, Principal at Clairification and Writer for *Bloomerang*

Face it. There are lots of worthy causes for donors to support. I'm sure yours is a good one too, but... **you've got a big problem.**

Once you manage to acquire, or even renew, a donor, how are you going to [win them back again](#)? How are you going to [upgrade them](#)? How are you going to build a lasting relationship with them so their [lifetime value](#) is worth your investment of time, talent and treasure?

Sadly, many nonprofits spend more time on acquisition than retention. A year ago I surveyed folks to find out what held them back from taking calculated steps to keep their donors loyal. And make no mistake. **A huge part of donor retention hangs on how well you say thank you.**

And by "how well" I mean to say how (1) timely, (2) personal, (3) frequent and (4) meaningful your donor communications are when you're not asking for money.

You see, many of the gobs and gobs of nonprofits out there do a lousy job of showing gratitude. So lousy, that many of their donors don't repeat. That's why [donor retention rates are so abysmal](#).

Stop trying to fit in and look like every other organization out there. Sometimes what's touted as 'best practice' is really just a way to blend in with the wall paper. [If you can stand out, in a good way, you can be the diamond in the rough](#). The cause that donors stick with through thick and thin.

But you have to stop making excuses and start making a plan.

[Read full article here](#)



MEMBER SPOTLIGHT

The objective of this section is to highlight representative NAO nonprofit members of various sizes, geographic locations and subsectors to showcase the great work our members are doing across Oregon!



5100 SW Macadam Ave. Ste 360
Portland, OR 97239

www.healthydemocracy.org



What does your organization do? Who does it serve?

Healthy Democracy is a nonpartisan nonprofit that designs innovative new ways for the public to engage in the work of our democracy. We pioneered the Citizens' Initiative Review, which brings together random, representative groups of everyday voters to evaluate complex ballot measures and craft high-quality voter information for their fellow citizens. We also run a cross-state exchange program, called Community Oregon, which seeks to bridge Oregon's urban-rural divide, and we bring our experience in effective, deliberative decision-making to projects in high schools and neighborhoods.

What's your organization's most recent accomplishment you'd like to share?

The Citizens' Initiative Review started in Oregon (it was enshrined in state law in 2011), but this year it continued its expansion to states across the US. In 2018, we held CIRs in [Massachusetts](#), [California](#), and locally in the [Portland metro area](#). And the CIR once again was named a finalist in Harvard University's Innovations in American Government Awards – for the third time in the last four years. [Here's a story](#) on the CIR by Boston's WGBH Radio.

How has being an NAO member helped you succeed in furthering your organization's mission?

Healthy Democracy owes much to NAO. When we've needed technical assistance, we've received sage advice from NAO staff. And when we needed a new office, we found the perfect spot, co-locating with NAO in 2017. We love how NAO engages the state's nonprofit community, and we benefit regularly from its expertise.

Anything else you'd like to share?

We're always looking for new ways to expand democratic engagement – and new folks to work with. Know a high school teacher or administrator who'd be interested in bringing student deliberation to their school? Want to be a part of our next Community Oregon urban-rural exchange? Working on a public engagement project and just want to chat?

[Drop us a line!](#)

*Special thanks to Linn Davis,
Program Manager, Healthy Democracy*

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32275 Fox Hollow Road
Eugene, OR 97405

www.cascadesraptorcenter.org



Todd Cooper, Eugene Weekly



Cascades Raptor Center

What does your organization do? Who does it serve?

The Raptor Center is a nature center and wildlife hospital specializing in birds of prey. Our goal is to enhance appreciation, understanding, and respect for wildlife and this planet we all call home.

With one of the largest collections of native species of raptors in the Pacific Northwest, our Nature Center has an unparalleled ability to engage visitors of all ages.

Our wildlife hospital receives some 300 orphaned, sick, and injured birds each year. Most presented for care are suffering from human-caused problems: collisions with vehicles, power lines, windows and fences; caught in traps, barbed wire, or fishing line; shot, poisoned (either directly or through eating poisoned prey), or had their nest sites destroyed by landscaping, logging, or construction. The Raptor Center's goal is to release them back to the wild.

What's your organization's most recent accomplishment you'd like to share?

Cascades Raptor Center was recently voted the community's Best Animal Advocate by the Eugene Weekly, a local weekly newspaper. Read more here: <https://goo.gl/r39xJs>

We are at the beginning of a major expansion and have received substantial grants from Travel Oregon and The Kinsman Foundation this year.

Over the last several years, we have consistently been awarded TripAdvisor's Certificate of Excellence, and ranked in the top three attractions in our area when searching for Things To Do in Eugene.

How has being an NAO member helped you succeed in furthering your organization's mission?

Our admin team has attended numerous seminars and workshops presented by NAO, which are always useful.

NAO has also been there for our organization when we needed to gather information addressing specific issues, e.g., receiving cannabis industry donations.

The advocacy that NAO does on behalf of non-profits in the state and the education they provide on critical issues, like the likely impact of the tax reform legislation or encouraging members to advocate against removal of the Johnson amendment, has been helpful.

Anything else you'd like to share?

We would encourage other small nonprofits to join NAO - especially other animal welfare non-profits, since we are outside the norm of the typical human social service mission - to increase our participation in, and our own knowledge of, the issues that have an impact on us.

*Special thanks to Louise Schimmel,
Executive Director, Cascades Raptor Center*



ECORNELL ONLINE CERTIFICATE PROGRAMS AVAILABLE ACROSS OREGON!

NAO is committed to bringing nonprofit leaders and staff professional development resources to support the critical work you do in our communities. We are excited to share that NAO is once again partnering with eCornell, Cornell University's online learning platform, to offer two great online programs: 1) Financial Success for Nonprofits (back by popular demand!) and 2) Conflict Resolution for Leaders (new offering). These online executive certificate programs align with the Financial Oversight and Leadership & Culture resource categories under NAO's Principles and Practices for Nonprofit Excellence.

Oregonians across the state have the opportunity to access these high-quality, flexible and affordable online programs that can be completed based on your schedule – from anywhere and at your own pace. Each program consists of four learn-at-your-own-pace courses. NAO is excited to bring these two programs to you in collaboration with eCornell!

Courses for Financial Success for Nonprofits Certificate Program are:

- Assessing nonprofits using Financial Statements and Ratios
- Determining Appropriate Budgeting, Debt Financing, and Cash Flow
- Fundraising and Revenue Generation
- Strategically Governing the Organization

Courses for Conflict Resolution for Leaders Certificate Program are:

- Diagnosing Workplace Conflict
- Applying a Problem-Solving Approach to Conflict
- Leading Challenging Conversations

with a choice of one of the following elective courses:

- Leading Across Cultures
- Interpersonal Communication Skills
- Addressing Workplace Behavior Issues



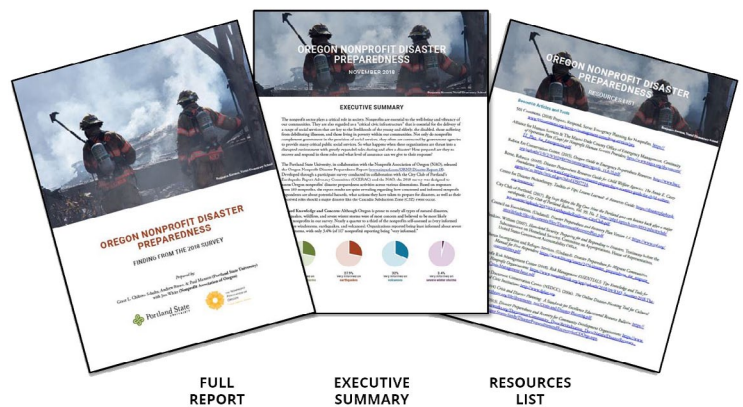
[Learn more about each program and enroll today!](#)



2018 OREGON NONPROFIT DISASTER PREPAREDNESS REPORT

To assess the region's level of disaster resilience, Portland State University in collaboration with the City Club of Portland's Earthquake Report Advocacy Committee, and NAO, developed and distributed a disaster preparedness survey to Oregon nonprofit organizations in spring 2018. The objective of the survey was to understand the concerns, resources, and actions that nonprofits organizations have taken to prepare for disasters. Given the critical role nonprofits play in supporting our communities today, undoubtedly, this role will be even more critical following a disaster.

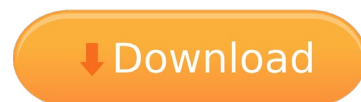
Portland State University, in collaboration with NAO released the 2018 Oregon Nonprofit Disaster Preparedness Report. The report summarizes results from the survey. Based on the responses of nearly 200 nonprofits, the results are quite revealing regarding how concerned and informed nonprofits are about potential hazards, what actions they have taken to prepare for disasters, as well as their perceived roles should a major disaster like the Cascadia Subduction Zone event occur.



To support nonprofits in disaster preparedness, check out the resources list in the report. NAO will also be convening learning and discussion opportunities for nonprofits across the state in the new year, stay tuned!

Downloadable PDF files:

- [Full Report](#)
- [Executive Summary](#)
- [Resources List](#)



MEMBER BENEFIT SPOTLIGHT

This month we are highlighting one of NAO's cost-savings benefits for our members through NAO's strategic partnership with GNSA (Great Northern Staff Administrators).

GNSA

Want to streamline your HR, Payroll and Benefits workflow? Then, check out GNSA...

With over 20 years in the business, GNSA is a payroll, human resources, and benefits administration firm specializing in the small to mid-market. GNSA is a trusted partner who can help you evaluate whether outsourcing certain HR-related functions would be more efficient and cost effective for your organization. They can assess your situation and provide intelligent solutions to improve and streamline your workflow, as well as reduce your costs. GNSA can take the everyday administrative functions off your hands so you can focus on delivering your direct services/products to your clients.

What if you could house all your payroll, human resource, and benefits related information in one single, fully integrated database? It's scalability allows you to use the modules you need today and add or subtract modules as you change in the future. From recruiting and on-boarding, to tracking grant and funding delegation for audit purposes, GNSA can provide the system and the outstanding customer support to make that a reality. *They're always Thinking Ahead.*

As a SSAE 16 Type II certified service provider, GNSA upholds the highest security standards to protect your company's information and ensures its integrity. Located in the heart of the Pacific Northwest, GNSA serves clients all over the country.

GNSA offers a standard 10% discount to all nonprofits, BUT as a NAO member (nonprofits AND business affiliates), you receive an **additional** discount by using the promotional code listed in the [Members Only Area](#). The discounts apply only to NAO members who are new to GNSA and not current GNSA clients.

Discounts on the following services with GNSA:

- Payroll Processing
- Time and Labor Management
- HRMSw
- ACA Management
- Accrual Tracking
- General Ledger Account Mapping
- Carrier Interfaces
- Employer Administrative Services
- Benefits Administration

Discounts based on NAO membership types:

- Nonprofit Members w/ less than 30 employees = standard discount (10%) + additional 5% off services
- Nonprofit Members w/ more than 30 employees = standard discount (10%) + additional 10% services
- Business Affiliate Members w/ less than 30 employees = 5% off services
- Business Affiliate Members w/more than 30 employees = 10% off services

NAO understands the importance of creating opportunities for our members to access resources at a reduced cost so you can make smart business decisions. This strategic partnership with GNSA supports the work you all do to achieve your missions! Check out the GNSA benefit information [here](#).

Not an NAO member? [Join today!](#) If you're a NAO Business Verified Member and would like to potentially explore a deeper partnership with NAO to promote cost-saving benefits to Oregon's nonprofit sector, contact membership@nonprofitoregon.org.

UPCOMING NAO PROFESSIONAL DEVELOPMENT & LEARNING

NAO offers a variety of affordable and practical educational programs that provide important and timely information to help you more effectively manage your organization. Check out these opportunities!

As an NAO member, you may receive up to 50% off!

DECEMBER 4 - REDMOND

[Fundraising and Financial Management for Nonprofits](#)

DECEMBER 5 - SALEM

[Fundraising in Light of the Standard Tax Deduction](#)

DECEMBER 5 - PORTLAND

[Fundraising and Board Development for Nonprofits](#)

DECEMBER 11 - HERMISTON

[Construyendo Una Organización Sin Fines De Lucro \(Nonprofit\)](#)

DECEMBER 13 - PORTLAND

[How Systems Support and Impede Diversity, Equity and Inclusion](#)

JANUARY 9 - PORTLAND

Nonprofit Leaders Network - Topic Coming Soon

JANUARY 10 - PORTLAND

[Independence, not "Neutrality": Embracing Nonprofit Political Advocacy](#)

JANUARY 17 - PORTLAND

[Get the Most From Your 990: How to Ensure You Are Stating Your Real Worth](#)

JANUARY 30 - BEND

[Beyond the Buzzwords: Creating a Culture of Equity, Diversity and Inclusion within the Organization](#)

FEBRUARY 13 - PORTLAND

[Fundraising From the Inside Out: How to Build an Organizational Culture Where Fundraising Thrives](#)

FEBRUARY 14 - PORTLAND

[Challenges & Opportunities in Action: How to Intervene when Microaggressions Occur](#)

GIVING IN OREGON REPORT

For two decades Oregon Community Foundation (OCF) has tracked [charitable giving in the state](#). Oregonians consistently demonstrate their generosity — surpassing U.S. giving in support of a vital network of Oregon nonprofits.

This giving season, OCF joins the Nonprofit Association of Oregon, M.J. Murdock Charitable Trust and The Ford Family Foundation in asking our friends and colleagues to [#CareLikeAnOregonian](#). Give to Local Nonprofits!

LILLY FAMILY SCHOOL OF PHILANTHROPY COMES TO PORTLAND IN JANUARY 2019

[Developing Major Gifts Course](#)

Dates: January 23-25, 2019 from 8:30 a.m. - 5 p.m. each day
Location: Kinetic Technology Solution (Portland)

Raise more money by receiving more major gifts. Consistent donors can become major donors when you effectively implement the Eight-Step Major Gifts Management Cycle. Identify and utilize your own communication strengths when meeting with donors to develop major gifts and increase your fundraising success. Developing Major Gifts course qualifies for 20.25 CFRE education points/hours.

The Fund Raising School and its faculty assume a baseline knowledge of the concepts and terminology from "Principles & Techniques of Fundraising" in teaching this course. You'll learn how to:

- Use your mission to motivate volunteers
- Develop an organizational vision for major gifts
- Organize your major gift program
- Provide & cultivate leadership for major gifts program
- Respond to objections in your presentation
- Manage the eight-step major gifts process
- Use current research to guide your approach
- Forge leadership partnerships

What you'll receive:

- Planning outlines
- Vision statement outline
- A comprehensive, easy-to-understand study guide with background reading

[Learn more here](#)





ANDY ROBINSON RETURNS TO REDMOND & PORTLAND – JOIN US

National expert Andy Robinson provides training and consulting for nonprofits in fundraising, grantseeking, board development, marketing, earned income, planning, leadership development, and facilitation. Join us for a two-part full-day workshop in Redmond and Portland. Participants may elect to attend morning or afternoon sessions or both sessions (full-day).

NAO Members receive a 45% discount off either workshop!

Fundraising and Financial Management for Nonprofits

Date: Tuesday, December 4, 2018

Location: Central Oregon Community College (Redmond)

Time: 8:30 a.m. - 3:30 p.m.

Morning session: Big Money for Small Groups

Afternoon session: What Every Board Member Should Know About Financial Management ... And Probably Doesn't

Fundraising and Board Development for Nonprofits

Date: Wednesday, December 5, 2018

Location: Mercy Corps (Portland)

Time: 9 a.m. - 4 p.m.

Morning session: Building a Board that Works

Afternoon session: Mobilize Your Board to Raise More Money

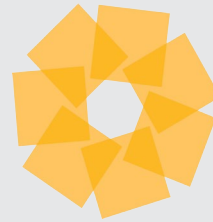
We hope to see you there!



[See our list of newest members!](#)

(November 1 - November 29)

[Current Nonprofit Members](#)
[Current Affiliate Members](#)



THE NONPROFIT
ASSOCIATION OF
OREGON

Connect. Improve. Advance.

The Nonprofit Association of Oregon is the statewide nonprofit membership organization representing and supporting charitable nonprofits of all sizes, geographic locations and missions across Oregon.

NAO's mission is to serve public benefit nonprofits by strengthening the collective voice, leadership, and capacity of nonprofits to enrich the lives of all Oregonians. NAO's vision is that Oregon's nonprofits are visible and valued as essential contributors to society. We are deeply invested in our core values: Collaboration, Equity and Inclusion, Excellence, Impact, Learning, Service and Stewardship.

For more information, visit: www.nonprofitoregon.org

Nonprofit Association of Oregon
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Suite 360
Portland, OR 97239

Connect
with NAO:



YOUR NEWS HERE

We encourage NAO members to send news, success stories, events, or announcements for inclusion in our quarterly newsletter. All submissions (or questions) should be sent to news@nonprofitoregon.org. Because of limited space, NAO's communication team will review submission and determine inclusion in the next newsletter.

This is a membership benefit for NAO members only.

To view other member benefits, [click here](#).

Thank you for your continued support and membership!