Building Blocks of Starting a Non-Profit Organization

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Walden University Career Services Center
http://careercenter.waldenu.edu
Career Services Mission and Team

The Walden Career Services Center aspires to be a cutting edge, global career services center preparing our learners to navigate career transition over a lifetime. To achieve this vision, we educate, coach, and advise our learners to proactively manage their careers.
Poll - What sector are you currently working in?
Faculty Presenter

Gary Kelsey, Ed.D.
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Organizational Development Consultant
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?
Creating a Vision Statement
- Inspiring
- Clear
- Challenging
- Empowering
- “Held Up” and “Lived”
VISION STATEMENT EXAMPLE

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.
• Creating a Mission Statement
  – An organization’s purpose
  – Why it provides the services it does
  – For whom, and
  – How it does it!
Walden University provides a diverse community of career professionals with the opportunity to transform themselves as scholar-practitioners so that they can effect positive social change.
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
BOARD MEMBER RESPONSIBILITIES

• Board members are:
  – fiscally
  – legally
  – morally...

... responsible for the organization
NON-PROFIT BOARD OF DIRECTORS

• Organizational planning
  – Strategic Plan
  – Yearly Goals and Objectives
  – Fundraising
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

• Training
Questions
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
Poll – Are you thinking of creating a non-profit within the next year?
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
Q and A
RESOURCES

- 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
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Access Everything from Our CS Website:
http://careercenter.waldenu.edu

Email: careerservices@waldenu.edu
A Final Thought

"You are not here merely to make a living. You are here in order to enable the world to live more amply, with greater vision, with a finer spirit of hope and achievement. You are here to enrich the world, and you impoverish yourself if you forget the errand."

-Woodrow Wilson