Give Your Organization a Competitive Edge

Presenter:
Jenna Forner
Nonprofit Services Coordinator

About the Council…

- **"Mobilize informed donors & accountable nonprofits for the greater good"**
  - Accountability Standards
    - Basic Expectations
  - Tools for Nonprofits
    - Accountability Wizard Review
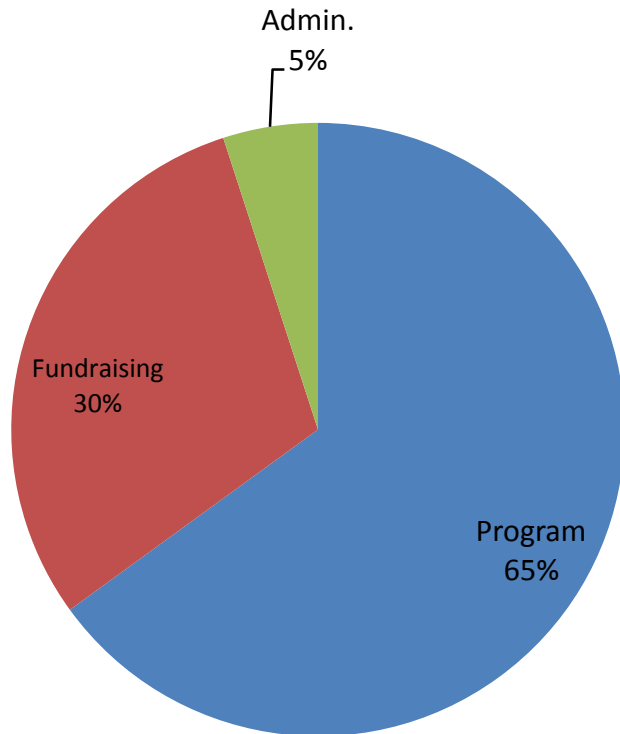 - Resources for Donors
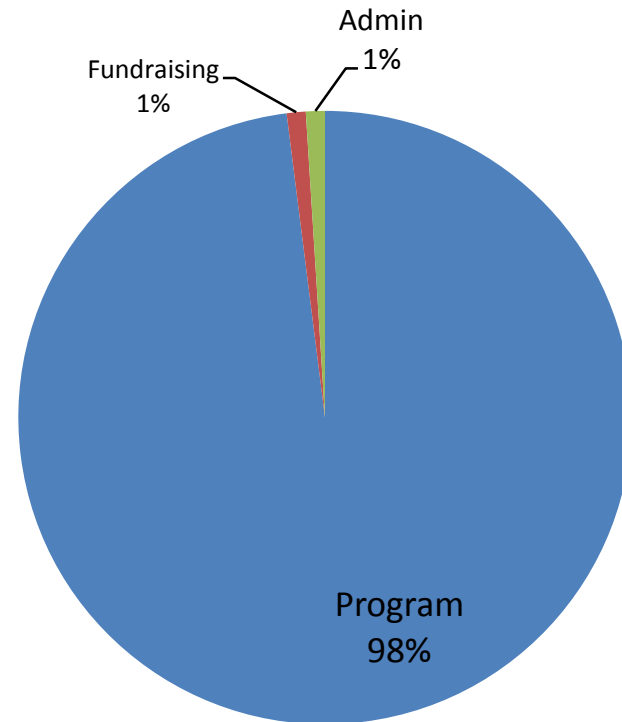   - Nonprofit reviews & giving tips

What are we going to talk about?

Giving your organization a competitive edge

Low Overhead = Effective?

Nonprofit A: Expenses

Admin.
5%

Fundraising
30%

Program
65%

Nonprofit B: Expenses

Fundraising
1%

Admin
1%

Program
98%

Tell the whole story….

"Review of [the expense] ratio alone, without consideration of charitable impact would be akin to judging a book by its cover".

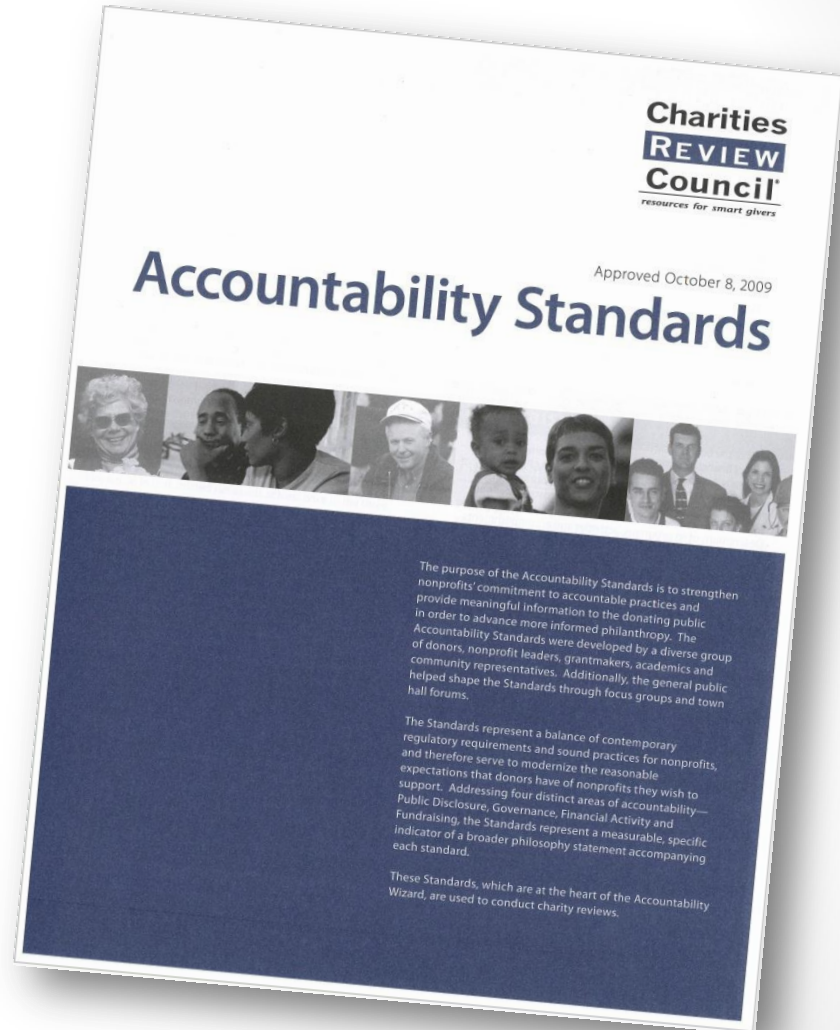- Denel Kopf, Vanguard Charitable Endowment Program

So what is effectiveness?

Effective (adj) – adequate to accomplish a purpose; producing the intended or expected result
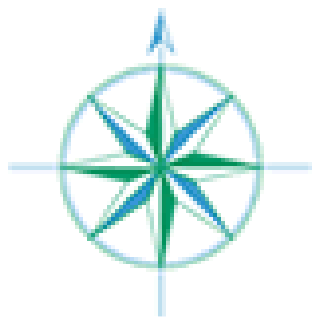
Components of effectiveness

- Ethical Practices

- Engaged Board

- Financial Stability

- Public/Private Support

- Data source
  - Provides publically available information
  - Nonprofits can enhance profile
  - Earn "Exchange Seal" for completing in-depth profile

CHARITY NAVIGATOR
Your Guide To Intelligent Giving

- "Watchdog"
  - Uses star rating system
  - Primary source is IRS Form 990
  - Only rates nonprofits with public support >$500,000

- "Watchdog"
  - Charity reviews based on 20 principles
  - Collect information from charity
  - Review national charities based on public inquiries
    - Charities can also request to be reviewed
  - Earn BBB seal

So what makes the Council different?

- Voluntary online assessment
- Comprehensive standards
- Opportunity to align practices with standards
- Tools to communicate with supporters

The review process

1. **Complete Assessment**
   - Submit enrollment fee
   - Upload documents
   - Answer questions

2. **Receive review results**
   - Address action items
   - Assistance provided by Council

3. **Publish results (within 1 yr.)**
   - Results valid for 3 years
   - Continue to address unmet standards (if necessary)

Benefits of a review

- **It creates a foundation for effectiveness**
  - Prompts accountability conversations
  - Access to technical assistance
  - Aligns practices with standards
  - Meet donor expectations

Benefits of a review

- It creates a foundation for effectiveness

- **You stand out from the crowd**

  - Public review report (online)

  - Listing in *Smart Givers* newsletter (print)

  - Recognition on partner websites (i.e. GiveMN.org)
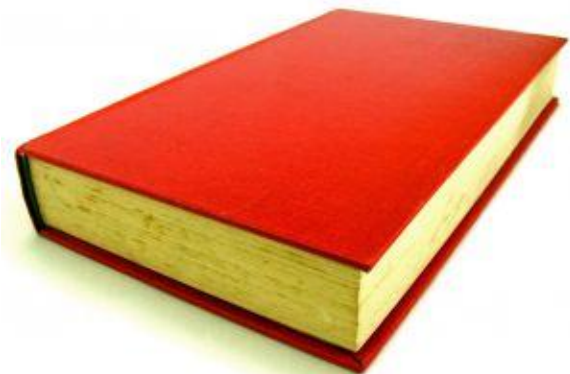
  - Assurance for Grantmakers and Donors

Benefits of a review

- It creates a foundation for effectiveness

- You stand out from the crowd

- **Earn the Meets Standards seal**

  - Include on all materials

Benefits of a review

- It creates a foundation for effectiveness

- You stand out from the crowd

- Earn the Meets Standards seal

- **Helps you tell your story**

  - Share the process & the changes you made

  - Highlight the significance of the standards & what it means to meet them

  - Communicate the effect it has on carrying out your mission

What are other saying?

"We want our donors to know that we spend their gifts carefully. The Accountability Wizard gave us the opportunity to examine ourselves and our policies and also provides information to givers about our organization."

- Dorothy, Tree Trust

"Meeting all the standards has given the organization, from the board on down, a feeling of confidence that we are doing the right thing."

-Steve, Phyllis Wheatley Community Center

"It really strengthens the infrastructure of the organizations and the stronger that it gets the more productive and efficient that it is".
– Focus group participant

How will you tell your story?

Give your organization a competitive edge

Thank you!

Jenna Forner

Nonprofit Services Coordinator

jforner@smartgivers.org

651-224-7030 x 16

Charities Review Council

www.smartgivers.org

@smartgivers