



2016 Accomplishments

MEMBERSHIP

- 57 new members exceeding our goal of 50.
- 14 new Business-Consultant members, from 11 to 25.
- 83% retention rate compared to national average of 81%.

MEMBER BENEFITS

- Free access to GrantStation - Usage Report

Year	Q1	Q2	Q3	Q4	Total
2016	117	74	103	98	392
2015	113	102	85	119	419

- 21 new nonprofits have completed the WV Principles & Practices for NP Excellence online assessment and 13 new nonprofits have completed the companion infrastructure assessment, for a total of 85.
- New Member Benefit - Office Depot/Office Max member discount.
- On-going communications among nonprofits through the WVNPA listserv.
- 61 job postings
- New 'Find a Vendor' tab on the website, a yellow pages of resources for nonprofits.
- Transitioned from paper to online registration, renewals, and member updates.
- Development of a Health Insurance Task Force which resulted in the endorsement of Thornburg Insurance Agency and official launch of insurance products for members.

PROGRAMMING

- A 68% growth rate in attendance at the 2nd Nonprofit Leadership Summit, from 60 to 101.
- 10 webinars reaching 119; 100 members and 19 non-members.
- 6 successful regional meetings "Building Bridges for Community Impact" and "It all Starts with a Story" reaching 209 nonprofits and collaborative organizations/agencies, 76 members and 133 non-members.
- Launch of the OMB Uniform Guidance awareness campaign followed by two three-hour workshops in Charleston and Morgantown with National Council of Nonprofits Government Contracting specialist Beth Bowsky reaching 61, 32 members and 29 non-members.
- Launch of the WV Nonprofit Excellence Awards recognizing three outstanding members by organization size.
- Curriculum development for the first two WV Principles & Practices for Nonprofit Excellence – Mission & Programs and Planning.
- \$6,000 Capacity Building & Technical Assistance award distribution to 2 Pilot Project member organizations.
- Recipient of a 3-year USDA Regional Community Development Initiative grant with Philanthropy WV to implement the *Advancing Nonprofit and Philanthropy Capacity for Strong West Virginia Communities* project.
- Met with statewide leaders to develop a statewide calendar of legislative and conferences to help reduce the duplication and conflicting programming.

ADMINISTRATIVE/FUND DEVELOPMENT

- Revised WVNPA mission and vision statement and updates to Operational Guidelines.

- Development of a WVNPA leadership succession plan.
- Implementation of a strategy for increasing corporate sponsorship support.
- Grew the Nonprofit Leadership Summit sponsor/exhibit support by 62%.

MARKETING & COMMUNICATIONS

- Website Users: 14,588; Pageviews: 50,449
- Topic specific landing pages on the website – Department of Labor Overtime Rule and June 23rd Flood Relief
- 3 postcard mailings to estimated 6,000 nonprofits.
- 12 monthly e-newsletters to estimated audience of 21,540 with an average 21. % open rate (compared to industry average of 22%)
- 19 Action/Legislative Alerts and 18 News Briefs distributed to database of 1800.

POLICY & ADVOCACY

- 2nd Annual Policy Institute reaching 58 attendees from 33 member organizations and 10 non-member organizations (Dec. 2015).
- Development of online Neighborhood Investment Program (NIP) website toolkit along with 643 total pageviews.
- 13 Neighborhood Investment Program (NIP) Legislative Updates with an average Open Rate of 32.2%, 7 Facebook Posts reaching 1192 people.
- Successful passage of Neighborhood Investment Program (NIP) legislation.