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

<table>
<thead>
<tr>
<th>Year</th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
<th>Total</th>
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<tr>
<td>2016</td>
<td>117</td>
<td>74</td>
<td>103</td>
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<tr>
<td>2015</td>
<td>113</td>
<td>102</td>
<td>85</td>
<td>119</td>
<td>419</td>
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• 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.
• $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.