



# 2017 Accomplishments

## MEMBERSHIP

- Revised and adjusted Associate Member dues and benefits beginning 2017.
- Revised and adjusted Business-Consultant Member dues and benefits beginning 2017.
- 59 new WVNPA members.
- 86% retention rate compared to national average of 83.6%.
- Launched a comprehensive member benefits survey to assess the value of WVNPA benefits, services, and programs.

## MEMBER BENEFITS

- Another year with free access to GrantStation.
- 92 Principle & Practices Assessment completed, 9 in 2017, and 51 Principle & Practice Infrastructure Assessments completed, 5 in 2017.
- 52 P&P Infrastructure Assessments Completed +6 this year
- 96 P&P Practices Assessments Completed +13 this year
- Revived the Office Depot/Office Max Member Benefit with discount cards and access to online and in store savings.
- Thornburg Insurance Usage Report (first 6 months of 2017) – Members who have contacted Thornburg for assistance, consultation or to take over their insurance program and success ratio of members who have partnered with Thornburg.

Insurance Program Line of Coverage	Provided Assistance	Partnered with Thornburg	Success Ratio
Property and Casualty	18	5	27%
Benefits	1	1	100%
Non-Insurance Teladoc	1	1	100%
Unemployment Insurance	1	0	0%
Management Liability	1	1	100%
Misc. Coverage			

- 48 job postings in 2017, 239 total.
- Developed a 3-part strategy to welcome new members and encourage engagement.
- Developed a 3-part strategy to reach out to non-member program attendees encouraging them to consider WVNPA membership.

## MEMBER COMMUNICATIONS

- 30 WVNPA Interactive listserv discussions.
- 12 monthly electronic newsletters
- 22 News Briefs
- 16 Action Alerts
- 618 Facebook likes
- 788 twitter followers

	<u>YTD</u>	<u>Daily Avg.</u>	<u>&gt; Over Last Yr</u>
• Website Sessions	16,821	52	(23%)
Users	9,602	30	(29%)
Pageviews	40,937	126	(13%)
Members Only Log-Ins	1,500	5	(35%)
Principles Pageviews	621	2	62%
Summit Pageviews	2,022		

## PROGRAMMING

- 7 Webinars reaching 56 (39 members; 17 non-members).
- 4 Regional meetings reaching 74 (52 members; 17 non-members).
- 2 iMission Institute Workshops - 'How to Get 1000 New Donors' reaching 58 (37 members; 21 non-members.)
- 12 participants in the iMission Institute 10-week Online e-Learning (10 members; 2 non-members).
- Curriculum development for the first three WV Principles & Practices for Nonprofit Excellence – Mission & Programs and Planning- Mission & Programs, Strategic Planning, and Governance.
- First year 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. Targeted counties are Doddridge, Ritchie, Barbour, Nicholas, and Summers.
- 3<sup>rd</sup> Annual Nonprofit Leadership Summit with 165 attendees, a 50% growth rate over 2016.
- Fostered a collaborative partnership with Volunteer West Virginia and Generation West Virginia for the 2017 Nonprofit Leadership Summit.
- David Grant Workshop in collaboration with The Parkersburg Area Community Foundation and Nonprofits LEAD reaching 59 attendees (33 members, 26 non-members)

## ADMINISTRATIVE/FUND DEVELOPMENT

- Changed the part-time Operations Coordinator into full time Director of Marketing and Membership.
- Expanded the WVNPA team by hiring a part-time Administrative Assistant and Membership Support staff.
- Opening a WVNPA office space in Lewisburg.
- Approved a WVNPA leadership succession plan.
- Developed sponsorship marketing materials and a strategy for increasing corporate sponsorship support with the assistance of consultant Barbara Harrington, Sponsorship Plus.
- Filed Articles of Incorporation with WV Secretary of State Office.
- Filed IRS Form 1023 for 501(c)3 designation.

## POLICY & ADVOCACY

- Continued a joint Advocacy & Policy Committee with Philanthropy West Virginia.
- Organized the 3rd Annual Policy Institute at the State Capitol reaching 66 attendees from 50 member organizations and 16 non-member organizations
- Actively participated in and shared resources with nonprofits about tax reform and impact on charitable giving.
- Actively participated in and shared resources with nonprofits about the Nonpartisanship issue and signing of the Community Letter of Support.
- Actively participated in and shared resources with nonprofits about the Department of Labor's request for comments on the impact of Overtime Ruling.
- Developed a resource page on diversity, inclusion, and equity within nonprofit boards of directors.