



# 2018 Accomplishments

## MEMBERSHIP & BENEFITS

- 51 new members in 2018.
- 86.9% retention rate compared to the national average of 83.6%.
- Implementing benefits, services, and programs based on results from the 2017 comprehensive member benefits survey. Another year with free access to GrantStation.
- 60 job postings in 2018; 299 in total.
- Implementing 3-part strategy to welcome new members, encourage engagement, reach out to non-member program attendees encouraging them to consider WVNPA membership.
- Implemented 'Ask an Expert' program.
- Release of the 2018 WV Salary & Compensation Survey.
- Held roundtable discussions with Business-Consultant members and developed follow-up plans for engagement in 2019.

## COMMUNICATIONS

- Redesign of WVNPA newsletter
- Sent out:
  - 12 monthly electronic newsletters
  - 26 WVNPA Interactive listserv discussions.
  - 5 Action Alerts
  - 3 postcards
  - 74 Member email communications sent by WVNPA.
  - 26 News Briefs
- 671 Facebook likes (+56 this year)
- 841 twitter followers (+67)
- Website
  - Sessions 21,104 (+17%)
  - Users 12,104 (+16%)
  - Log-In Page Visits 2,159 (+29%)
  - Most Visited Pages: Job Listings (6,097; +2%) and Summit Page (2,507)

## PROGRAMMING

- 4 Webinars reaching 87 (61 members; 26 non-members).
- 4 Regional meetings reaching 120 (78 members; 42 non-members).
- 2 *The Essential Fundraising Clinic* workshops reaching 69 (51 members; 18 non-members) with 10 nonprofits participating in two follow-up consultation calls.
- Curriculum development for the first four WV Principles & Practices for Nonprofit Excellence - Mission & Programs, Strategic Planning, Governance and Finances – with plans for online e-learning platform.
- Second year of a 3-year USDA RCDI grant with 18 nonprofits in the 5 counties renewing their WVNPA memberships, 7 nonprofits joining the WVNPA, and 91 nonprofit leaders participating in WVNPA trainings.

- 4th Annual Nonprofit Leadership Summit in partnership with Volunteer West Virginia; 217 registrations, a 30% growth over 2017.
- Region IV (Parkersburg) Lifecycles and Succession Planning on Nov. 1<sup>st</sup> with Marie Fibiger of Three Dogs Consulting, Inc. reaching 34 nonprofits (10 members and 24 non-members).

## ADMINISTRATIVE

- Expanded the WVNPA team by hiring a part-time Administrative Assistant and Membership Support staff.
- Opened a WVNPA office in Lewisburg.
- Received WVNPA 501(c)3 IRS Letter of Determination on January 29, 2018.
- Formally separated from fiscal sponsor Philanthropy WV on April 1, 2018.
- After receiving our IRS Letter of Determination, the WVNPA moved from emerging to full fledged member of the National Council of Nonprofits.
- Implemented merchant service account allowing members to renew online with a corporate credit card.
- Honorable mention for 2018 Governors Service Award.

## POLICY & ADVOCACY

- Developed Advocacy ISSUE pages with resources on WVNPA website addressing The Johnson Amendment, Tax reform and impact on charitable giving, UBIT Taxes on Nonprofits, and the 2020 Census.

- New FASB Rules	917 views	Since Jan. 16. 2018
- Tax Reform (4 pages)	102 views	Since Mar. 4, 2018
- Nonprofit Nonpartisanship	203 views	Since Mar. 4, 2018
- Critical Issues Main Page	85 views	Since Mar. 5, 2018
- U.S. Census Info (3 pages)	141 views	Since May 7, 2018
- Delayed Grants & Reimbursements	87 views	Since Nov. 7, 2018
- Government Shutdown	<u>47 views</u>	Since Jan. 14, 2019

**1,582 total views**

- Continuation of our joint Policy & Advocacy Committee with Philanthropy West Virginia.
- Active participant in the inaugural meeting of the Impact Commission, June 26 and second Impact Commission meeting on Oct. 29, 2018.
- Developed an Ad Hoc Committee to investigate the issue of grant award and reimbursement delays for West Virginia's nonprofits contracted with the state to provide services. Met with House Finance, Treasurer's Office, and Governor's Office on Aug. 31, 2018. Aggregated results of 43 survey responses and 7 cases presented to the Governor's Office on 9-12-2018. Issue on the agenda at the Oct. 29, 2018 Impact Commission meeting.
- 4<sup>th</sup> Policy Institute, Dec. 14, 2018 with Donna Murray Brown, Michigan Nonprofit Association and National Council of Nonprofits Board Chair reaching 38 nonprofits and foundations (24 members and 14 non-members).