



News In Brief

March 19, 2009

EDUCATION & TRAINING

PVM Paintball Symposium

If you have ever thought of starting a paintball program or would like to take your existing paintball program to the next level, consider the PVM Paintball Symposium at Pleasant Vineyard Ministries (PVM) April 16–18 in Camden, Ohio. PVM, the first camp in the United States to offer paintball as a weeklong camp program, has nearly 15 years of paintball experience. Workshop participants will learn how to start a program from the ground up and how to utilize paintball as a means to impact the lives of children.

The sessions will address refereeing, rules and regulations, mandatory safety standards, paintball tactical strategies, scenario games, night games, paintball devotionals, speedball setup and tournaments, woodsball field setup and development, hands-on training for running an all-day scenario woodsball tournament, and more. New this year will be a Paintball Marker Tech. Class that teaches participants how to maintain and repair paintball markers. Each participant will receive a paintball manual that will equip him or her to run an effective paintball program that can draw thousands of kids and adults to their facilities.

The cost of the symposium, which includes all meals, lodging, paintball manual, and personalized instruction, is \$420 for the first registrant and \$210 for the second registrant from any one organization. The Paintball Marker Tech. Class will be held on April 15 at Pleasant Vineyard for an additional fee of \$50.00. For more info or to register, contact David M (937)452-3347 or www.pvmcamp.com.

(ACA Ohio)

CAMP SPOTLIGHT

Former "Saturday Night Live" star Amy Poehler is about to debut a new comedy tv show called, "Parks And Recreation," and it's about INDIANA Parks! The show debuts on April 9 at 8:30 PM on NBC. Amy plays Leslie Knope, an employee of the Pawnee Indiana Parks Department. The show's creator, Michael Schur, says that "Parks And Recreation" will find the comedy in community service groups. "Parks And Recreation" will also star former "Office" veteran Rashida Jones.

Hopefully we can all have some fun watching professional comedians find the humor in Indiana government, service groups and parks. (Facebook)

TECH TIPS

Email signatures are powerful, low-cost, high-return marketing tools for your nonprofit organization.

What's interesting is how seldom email signatures are used. Consider your email signature as an online business card with "callback" abilities. This recommended article will show you how to create an effective email signature as well as provide several examples and a case study.

http://www.nancyschwartz.com/email_signatures.html

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Sunny money! The American Academy of Dermatology Shade Structure Program funds the purchase of permanent shade structures.

Grant range: \$8,000.
Deadline: April 10, 2009.

<http://www.aad.org/>

(IYI)

MGMT & LEADERSHIP

5 things boards must know about your Form 990

Although the temptation might be strong to finish the Form 990 as quickly as possible and then put it out of sight and memory, it is not quite as easy as that.

Not that you didn't already know that.

In addition to providing information to the Internal Revenue Service (IRS), a Form 990 can be a means of spreading information about a nonprofit through the organization. This is true for the board, as well as staff.

Speaking at the recent AICPA Not-For-Profit Financial Executive Forum held in Anaheim, Diane Cornwell and GERALYN R. HURD, both CPAs, urged nonprofit managers to be mindful of the information from a Form 990 that a board needs to know.

Among those items are:

- IRS and public implications of the Form 990 information. Key ratios include fundraising, revenue diversification, program services, rate of return, functional expenses and compensation analysis.
- High-end overview. This includes governance structure, compensation, conflicts of interest, financial analysis, compliance with the law and activities.
- What story is the Form 990 telling? Who are your constituents and what would they think?
- Are you competing with other organizations for donor dollars, and how do your organization's key ratios compare with your peer group? What benefit is your organization providing to the community, and do the benefits warrant tax exemption?

How would the organization's worst enemy view this information? Are for-profits offering similar services? Are there excessive perks? What information could be misinterpreted?

RISK MGMT/ STANDARDS

Camps and visitors - make sure you have the most recent updates (January 2008). These are available for a download at: <http://www.acacamps.org/accredi>

[tation/interpretations_may07_jan08.pdf](#). Accreditation Process Guides that do not have colored pictures included a supplement of these updates. Pages with revisions have the month/year of revision at the bottom of the page (see page 49 for an example).

PR/MARKETING

Achieving ACA's 20/20 Vision Through National Collaborations

An informative, online listing that provides an overview of ACA's various business partnerships and educational alliances.

<http://www.acacamps.org/collaborations/>
(American Camp Association, Inside ACA)

Internet marketing can be one of your most cost-effective tools for reaching your donors and constituencies. The internet has a large geographic reach across the globe and also provides ample opportunities for targeting special markets or interest groups. Even with a simple home page you can begin to communicate important messages that will bring results for your organization.

<http://www.fundraiser.com/dec99/eight-reasons-why-nonprofits-should-go-online.html>
(Fund\$Raiser CyberZine)

GREEN SPOKEN HERE

Helping Camps
Reconnect Children
with Nature- webinar

This 90-minute Webinar session will focus on ACA's new Affinity for Nature outcomes scale to document the emotional connection to nature made by your campers.

This informative session helps your camp show the value of nature-based programs at your camp. Session conducted by Barry Garst, ACA director of development and research application.

Participate on May 14

Member: \$25.00 Non
Member: \$40.00.

<http://webportal.acacamps.org/Events/ViewEventDetail.aspx?code=f48f25f3-720e-de11-afb9-0019b9e0e8c9>

SITE & FACILITY

First and foremost, we want to share the information about this new eco-friendly product and its benefits for recreation areas in the Midwest. Interest is growing in sustainable ways to live and this product supports the goals well.

Our minimum demo project charge is \$1000 which includes:

- 1) a pre-project assessment,
- 2) the crew's mobilization costs, then
- 3) cleaning and
- 4) RePlaying up to 1000 square yards of pavement.

We consider a demo the beginning of a long-term relationship. We will check in with the supervisor at least annually to check on the pavement's "health".

Note: Discounts would be made if requests from one area total over 7000 square yards (about 5 miles of a 12 foot wide trail).

Additionally, when a demo is scheduled, we will invite maintenance supervisors from nearby camps, parks, recreation facilities, city, county, state

agencies and local media. We believe the benefits of what we offer are substantial and are eager to show how we work.

And, if no rejuvenation work is needed now, I am happy to visit those responsible for maintaining trails and roads, assess future needs, and discuss how we can help when the time is right. No charge. No obligation. (My wife and I see it as a good excuse to explore new parks and trails.)

Our usual clients -- DOTs, counties and cities -- rejuvenate their pavement regularly. We work to establish long term relationships by offering a product and service that exceeds their expectations. One of their concerns is to be minimally disruptive to their citizens; another is work-zone safety. Camps, parks and recreation areas may have different concerns. We look forward to learning what they are.

Brocky Brown, URETEK ICR - Northern US
1625 N Whitcomb Avenue, Indianapolis IN
www.icrnus.com 317-487-6868

HEALTH & WELLNESS/ FOOD SERVICE

Are you looking for a fun and easy way to add physical activity and nutrition education into your classroom, organization or home? The Indiana State Department of Health Division of Nutrition and Physical Activity and [INShape Indiana](#) are proud to launch [GoTrybeIN](#) (pronounced Go Tribe), a Website dedicated to improving the health and wellness of Indiana's youth. [GoTrybeIN](#) is available *for free* to all Indiana school-age youth, schools, and organizations serving youth through April 30, 2009.

[GoTrybeIN](#) is an online, interactive social community designed to get children moving more and eating better. With [GoTrybeIN](#)'s online workouts, nutrition games, and fun avatars, computer time is no longer a sedentary activity. Engaging in [GoTrybeIN](#) activities at school is a perfect way for teachers to incorporate physical activity and nutrition into their classroom curriculum. Children can also enjoy all the fun of [GoTrybeIN](#) after school by logging in at home.

GoTrybe was specifically designed to help teachers incorporate more physical activity and nutrition education into the classroom. Be it on individual computers or projected onto a large screen, [GoTrybeIN](#) activities are perfect for engaging entire classes of students in short physical activity breaks and educational games. For more information about [GoTrybeIN](#) and how you, your school, or your students can join the [GoTrybeIN](#) community, click on [GoTrybeIN](#). (Office of Faith Based and Community Initiatives)

PROGRAMMING

Programs for Special-Needs Children Funded

[Innovating Worthy Projects Foundation](#)

The mission of the Innovating Worthy Projects Foundation is to provide support for quality special-needs children's programs throughout the United States.

The Foundation's focus is on nonprofit organizations dedicated to developing innovative

programs, disseminating ideas, or providing direct care or services for children with special needs, acute illnesses, or chronic disabilities.

Grant requests of up to \$5,000 are considered. Preference is given to small organizations that might not otherwise be helped. Requests are accepted from January 1 through August 31 of each year. Visit the Foundation's website for application guidelines. <http://www.iwpcf.org/>

(Grantstation)

SECTION OFFICE INFO

PR/MARKETING COMMITTEE

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Projects:

*Camp fairs, PR, Ethics, Press Releases,
Branding, Job Fairs, Campership program*

We're on the Web!

www.acaindiana.org

www.acaohio.org

FROM THE SECTION OFFICE

ACA WEBINAR

March 25- Prove it! The Power of Outcomes!

This 90-minute session will focus on a process for creating intentional positive youth outcomes. The ACA youth outcomes tools and analysis templates will be highlighted as measurement resources that camp professionals can use to document these changes in their programs. Other outcomes resources such as ACA's Creating Positive Youth Outcomes workbook and its sister e-Institute online course will also be discussed. Session conducted by Deb Bialeschki, ACA director of research.

<http://webportal.acacamps.org/Events/ViewEventDetail.aspx?code=ecae2e8-650e-de11-afb9-0019b9e0e8c9>

Danville Skate Park Closing Down!

Need to sell concrete ramps! Anyone interested?

The town of Danville Parks and Recreation Department Skate Park has just recently closed its gates to patrons. The years of issues with its participants has drawn the town to the conclusion to close it down and sell off all assets. The town is looking for interested buyers. For more information contact: Brad Andrews, 317-745-3015,

Bandrews32@sbcglobal.net

NEWS YOU CAN USE

Take Advantage of Our Spring Line-up of Downturn Fundraising Training

- **Building Transparency at Your Nonprofit**, with Dan Moore of Guidestar
March 18, 1 p.m. EDT
- **SPECIAL LIVE EVENT: Effective & Inexpensive Fundraising In A Downturn**
March 27 from 9 a.m. to 4 p.m. in Washington, DC
- **Fundraising When Money Is Tight**, with Mal Warwick
March 31, 1 p.m. EDT
- **What Should a Website Cost?** with Allen "Gunner" Gunn of Aspiration
April 7, 1 p.m. EDT
- **Diversifying Your Fundraising Channels**, with Cindy Adams of GrantStation
April 21, 1 p.m. EDT -- Registration will open soon.
- **Using Search (Google Grant or Paid) for Fundraising**, Dan Schulman of Donordigital
May 5, 1 p.m. EDT -- Registration will open soon.

- **Creating Sustainable Funding in Economically Challenging Times**, with Terry Axelrod of Benevon
May 19, 1 p.m. EDT -- Registration will open soon.
- **The Benefits of Online Marketing During Tough Times**, with Eric Rardin of Care2
May 26, 1 p.m. EDT -- Registration will open soon.
- **Improving Donation and Landing Pages**, with Dawn Stoner of Amnesty International
June 2, 1 p.m. EDT-- Registration will open soon.

All teleconferences are free; you only need a phone to participate. **Can't make it to a call?** Everyone who registers will receive a transcript and recording of the call emailed within 48 hours of the event.

<http://www.fundraising123.org/online-fundraising-teleconferences-webinars>

(Network For Good)