



News In Brief

June 4, 2009

EDUCATION & TRAINING

46th Paul Munger Conference for Youth-Serving Professionals
June 22-25, 2009
Indiana University, Bloomington

Join us to get the reliable, up-to-date information that has always been a tradition of the conference and choose from a variety of workshops aimed at integrating our work with many different kinds of professionals who give their best to the youth they serve. We're tearing down silos and reaching out our hands to facilitate the kind of inspired dreaming that we can collectively implement throughout Indiana for our youth. Professional substance and personal renewal—all in the same four days! We hope to see many of you in June!

<http://munger.indiana.edu/Home/tabid/53/Default.aspx>

CAMP SPOTLIGHT

When the Going Gets Tough, Keep Going! – “We did a ‘Family Fun Day Open House’ last weekend. We signed up 30 camper weeks in 3 hours. We had activities open and a scavenger hunt: ‘what are the three words on the chapel triangle; what

colors are the flags in the amphitheater; what counselor country flags are hanging in the dining hall,’ etc. We also called all of last year's campers to remind them of the day. Those calls must have prompted some activity too because we got another 20 over the phone and online over the weekend. Not a bad day.” --
Steve Heiny Flat Rock

TECH TIPS

If you don't brand yourself, Google will brand you.? A lot of nonprofits have been asking me about earned media, how to stay relevant and track their presence. Here is my nuts and bolts on earned media and strategies your nonprofit can adapt.

<http://www.frogloop.com/earnedmedia>

(Information Systems Forums)

IS\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$

The Afterschool Alliance

On a section of their website called “Funding News,” The Afterschool Alliance has numerous [funding resources](#) for afterschool providers, including tips to help initiate relationships with funders and businesses, and information on how to [identify new funding opportunities](#).

(National Center for Summer Learning)

MGMT & LEADERSHIP

Facing the Financial Crisis: 10 Smart Things Your Board Can Do Now
It's undeniable, and the reality of that hits anew every morning. All we have to do is get out of bed and turn on the morning talk shows, retrieve the newspaper, or glance at the faces of passersby as we head to work. All tell us loud and clear that our economy is in turmoil. It's tempting to crawl back in bed, pull the covers over our heads, and pretend all is well.

As board members, we're not immune to these feelings. But in these very troubled financial times, our organizations are looking to us for leadership. How we react to the economic crisis can go a long way toward calming fears and ensuring that our nonprofits remain solvent in this difficult environment and are even better prepared to enact our organizational missions in the future.

Here, then, are 10 things your board can do now to address the financial crisis. It is, by no means, an exhaustive list. Your board may be coping in other ways. If so, I invite you to contact BoardSource so that we might share your ideas with others in the nonprofit sector, either in future issues of Board Member or on our Web site.

- 1. Don't panic.**
- 2. Think strategically.**
- 3. Get a realistic picture of your organization's financial situation.**
- 4. Create a contingency plan.**
- 5. Work more closely with your chief executive.**
- 6. Step up your fundraising.**
- 7. Tighten your belt.**
- 8. Pump up your engagement.**
- 9. Evaluate your compensation structure.**
- 10. Be a mission guardian.**

Full article:

<http://www.linkedin.com/news?actionBar=&sik=1243263745388&aId=x=0&articleID=36131079>

(LinkedIn: BourdSource)

PR/MARKETING

Show your community the benefits of afterschool, and build support for your program. Join your colleagues and the Afterschool Alliance in celebrating Lights On Afterschool, October 22, 2009. Last year 1 million Americans celebrated Lights On Afterschool at 7,500+ afterschool programs. More than 1,800 newspapers and every governor in the nation recognized the day.

Lights On Afterschool events have helped afterschool programs:

Gain visibility * Find new partners * Develop relationships with elected officials and media * Attract new support

Learn more: www.afterschoolalliance.org

GREEN SPOKEN HERE

The 2009 conference of the Environmental Education Association of Indiana (EEAI) will be held November 6-8 at Camp Mack near Milford, Indiana. The intended audience is teachers of all grade levels, including universities, as well as non-formal educators. This is an opportunity for educators to network about environmental education (EE), and to learn about EE from professionals.

The conference flyer is attached. Our web page is www.eeai.org and the flyer and registration form will be on the web page.

SITE & FACILITY

I saw a simple hand washing station at our local fair: a full 12' of 3/4 inch PVC water pipe with 1/8" holes drilled every 12 inches (and just connected to a garden hose)

Never let pride be your guiding principle. Let your accomplishments speak for themselves.

-Morgan Freeman

suspended a foot above a scrap piece of 10" PVC sewer pipe cut lengthwise for the trough.

Where they had a septic line they connected the trough with a p-trap; where they didn't they created a gravel "drywell" and used eco-friendly "Dr Bronners' castile soap (purchased cheap by the gallon - Google it) to keep it eco-friendly.

(Y-USA Camping Update)

HEALTH & WELLNESS/ FOOD SERVICE

[Share Our Strength to Offer Great American Bake Sale Grants to Help Fight Childhood Hunger](#)

Grants of up to \$10,000 will be awarded to nonprofits, schools, and local government agencies working to ensure children have access to after-school and summer meal programs....

Posted on April 27, 2009
(Foundation Center)

Deadline: September 30, 2009

PROGRAMMING

The Climbing Wall Association, "is pleased to announce that a proposed draft of the CWA "Climbing Wall Instructor Certification Standards" has been released for public review and comment.

CWA's proposed standards are the only such standards released for public review and comment - a best practice in standards development.

The purpose of the certification

standards is to serve as the basis for a *voluntary* certification program to be offered by CWA members. The certification standards represent a consensus view of the minimum qualifications necessary for climbing wall instructors in North America." ACCT supports the specialized work of CWA. See what your ropes director things of these:

http://www.climbingwallindustry.org/draft_stds_download1.php

(Y-USA Camping Update)

DIGITAL IDENTITY

As you use more and more online services which allow user content and discussion, such as Facebook, LinkedIn, Delicious, Twitter, Google, blogs and so on, you leave a 'digital footprint'. This 'footprint' is what makes up your Digital Identity— all those things which can be found out about you from the content you post, the profiles you make, the conversations you have with others and the things other people post about you.

This identity is closely tied to your organizational culture, your brand, your reputation, and your future! You can't control it completely, but you should understand it, monitor it, and manage it as much as possible—always in an authentic way.

It's a new hands-on workbook for nonprofits about their digital identities—how to think about and intentionally plan for your organization's online profile. Because your digital identity is gleaned from dozens of different online sources, you have to know what's already out there and be strategic about what additional information/resources you want to add.

<http://www.fullcirc.com/wp/wp-content/uploads/2009/05/thisisme-ngo-v11.doc>
(Linked In- Nonprofit Professionals)

FROM THE SECTION OFFICE

This is not a specific endorsement, I'm simply passing information that was given to me as I was doing some personal banking- the Branch Manager knew that I was involved with camps who might have students as employees! This can be forwarded to your staff- if you would prefer a PDF poster, contact me and I will forward!

~ Brigitta

®

Get an iPod nano* when you sign up for KeyBank's Free Student Checking Package.

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- Enroll in Free Online Banking and Online Statements
- With your Student Checking Package, you'll enjoy free use of any ATM, plus receive reimbursement, up to \$6 per month, of ATM fees charged by other banks.₅

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NEWS YOU CAN USE

Federal Grant Application Reviewers Needed
Agencies and departments of the Federal and possibly your state and local governments are in need of grant reviewers. Grant reviewers are professionals who are hired by agencies to review applications for possible funding. Under normal circumstances agencies are low key about the need but the ARRA Recovery Act grant making process is opening new opportunities. I have listed and linked RESOURCES for you as support in considering and applying as a grant reviewer.

Here is a short list of three agencies currently seeking reviewers. Read the first one, SAMSHSA, for a discussion about the general criteria needed and the tasks of the job. That will serve as an outline of what is expected. However, each agency has its own requirements and expectations.

Many agencies are editing their process for grant reviews to meet the new requirements of the ARRA. If you are not too familiar with the ARRA impact on that agency, then take the time to review that material as well, linked at the agency web site and possibly elsewhere.

This is a place for due diligence on your part.

Compensation varies according to agencies and program proposals. The per diem may range from \$200 a day and up plus travel and expenses Review the time commitment that may involve training time and final consensus meetings.

Let me say now, this is no lark. You will work hard. There is a ton of reading. There are tight deadlines. There will be new expectations.

There are also foundations that periodically seek reviewers, but that may be limited under current circumstances. The ARRA is stimulating a new need. I have listed a new request for reviewers by the AVON Foundation under RESOURCES below.

The time commitment to complete the application to the agency to be considered for becoming a reviewer can be 1½ to three or more hours. First time applicants should study the agency's entire web site about grants for indications of what will be sought and how to respond on the application to be a reviewer.

<http://dongriesmannsnonprofitblog.blogspot.com/2009/04/federal-grant-application-reviewers.html>

(BoardSource forum at LinkedIn)