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SNAP Newsletter
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SNAP

Strategic Nonprofit Alliance Partnership

Capacity-Building: More With Less



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SNAP

Having to do more with less? The answer is almost certainly Yes! Doing-more-with-less has been the mode of operation for most, if not all, nonprofit organizations. Now, social and human service and educational programs are facing more budget cuts at both national and state levels. The demand for services and performance is higher and available resources are less.

How do you stretch resources even further? The current industry term is “capacity-building.” Capacity-building is something that nonprofit organizations have grown-up doing – it means looking at creative and innovative ways to achieve the organization’s mission effectively and ways to ensure sustainability over the long term.

For all organizations, for-profit and nonprofit alike, capacity-building relates to nearly every aspects of its work: mission and strategy, leadership, administrative support, and program development and implementation. Capacity-building includes managing change, resolving conflict, enhancing coordination, fostering communication and ensuring that data and information are shared at all levels of the organization. It means diversifying, creating and developing new partnerships and alternative collaborative efforts, and expanding fundraising and resource development efforts.

There is a large range of capacity-building approaches that include peer-to-peer learning, facilitated organizational development, training and academic study, research, publishing, and seeking alternative fund sources.

How does SNAP fit into this picture? SNAP believes in highlighting new strategies and tools to help strengthen your organization. SNAP is committed to providing educational programs that help directors, staff and volunteers learn new ideas, processes and procedures that help address the need of having-to-do-more-with-less. SNAP offers opportunities for capacity-building by offering participants training so they can incorporate new information into existing programs and administrative procedures. We look forward to another rewarding year.

SNAP Gaining Popularity

SNAP has provided an open forum for nonprofit organizations to build both new and existing relationships while benefiting from each other’s strengths through its bi-monthly meetings for nearly three years in Tallahassee.

Now, Gainesville and Daytona Beach may be next on the list. Through free, nonprofit seminars hosted by SNAP in Gainesville and Daytona Beach, other nonprofit organizations have a chance to see how SNAP benefits them. Gainesville has hosted three nonprofit seminars in the past six months. Daytona Beach is hosting its first nonprofit seminar on March 31.

In addition to the meetings featuring high-caliber speakers covering a variety of important topics, SNAP’s web site is another valuable resource. The web site (www.snapfl.com) is a gateway to many features including a calendar of events, speakers’ profiles, helpful links, nonprofit salary surveys and more.

Recent Meeting Topics

In Tallahassee, **Ken Boutwell**, CEO, MGT of America, presented "Can Tallahassee Build the Best Healthcare System in the World?" on February 10 during the bi-monthly SNAP meeting.

Bonnie Flynn, MS, CFRE, Consultant, spoke on "Fundraising and Developing a Strategic Plan for Your Nonprofit Organization" to a group of about 70 at The Tower Club in Gainesville on February 18.

This is the third seminar hosted SNAP in Gainesville, and by far the best attended. After nearly three successful years in Tallahassee, SNAP is continuing to make a presence in other areas providing seminars and training opportunities to the nonprofit community.

In addition to Tallahassee and Gainesville, the Daytona Beach office is hosting a nonprofit seminar with **Bill Krizner**, The Krizner Group. He has already spoken to SNAP members in Tallahassee and to nonprofit executive directors in Gainesville. Krizner's seminar is titled, "What's New In Employment Law?" and addresses human resource issues and the Florida Sunshine Act and takes place on Thursday, March 31 in Daytona Beach.

For more information and upcoming seminar topics, be sure to visit the SNAP web site: www.snapfl.com



Inexpensive Marketing Ideas

Marketing is the art of making someone want something you have. Nonprofits do a lot of marketing.

Their indirect marketing is alternatively known as image-building, friend-raising, membership development, community relations, political activities or citizen education. It's all marketing. You should market your organization no matter what the source of your funding.

Assuming you have some idea about what you want to market and to whom, you can:

- Make speeches to civic clubs and leave brochures on the tables.
- Train your staff to do a better job of answering the phone (the phone company may be willing to provide this).
- Publish a newsletter regularly.
- Teach staff and board members about the various services provided by the organization.
- Make sure your place looks neat and orderly, especially signs and landscaping.
- Schedule open house days and tours.
- Take advantage of other organizations that can bring you business. For example, NISH (www.nish.org) finds government agencies that need products or services provided by organizations that employ individuals with severe disabilities.
- Keep a list of the places which make referrals to you.

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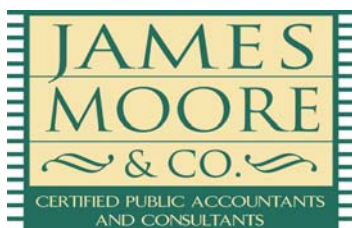
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