

U-M Nonprofit and Public Management Center eNewsletter

Practical Insights for Future Leaders

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AT THE CENTER

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Net Impact “Global Urban Symposium”

Friday, October 10, 8 a.m. to 5 p.m., University of Michigan’s Michigan Union

The Global Urban Symposium is a multidisciplinary forum at the University of Michigan with a focus on urban metropolises. This day-long conference explores the role that the private, public and non-profit sectors play in addressing the challenges facing cities around the globe. Panel topics include nonprofit social enterprise, urban philanthropy, and consulting for the greater good. For more

information and to register, please visit www.globalurbansymposium.com. Co-sponsored by the Nonprofit & Public Management Center.

“How to Start a Nonprofit Organization”

Monday, November 3, 3-4:30 p.m., 1110 Weill Hall, Ford School of Public Policy, 735 S. State Street

Neel Hajra, President/CEO of [NEW](#) (Nonprofit Enterprise at Work), will provide detailed information for those interested in learning how to start a nonprofit.

AROUND CAMPUS AND TOWN

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Net Impact Case Competition: Micro-Entrepreneurship & Education

Friday, October 3, 3-4 p.m., W2740, Ross School of Business, 724 E. University Avenue

Steve Mariotti founded The National Foundation for Teacher Entrepreneurship (NFTE) in 1987, combining his business background with his desire to teach at-risk students. To date, NFTE has worked with over 232,000 young people from low-income communities in programs across the U.S. and around the world. In this session, Steve will share his experiences and describe NFTE’s recent international expansion. This session will also kick-off the Ross Net Impact NFTE Case Competition and there will be an opportunity for participants to gain information and ask questions. Refreshments served.

Erb Speaker Series: “Sustainability is Only Half the Answer”

Tuesday, October 7, 5-6:30 pm, K1310, Ross School of Business, 701 Tappan Street

Carol Sanford, an acclaimed national speaker, is a leader of leaders whose consulting clients are successful corporations including Fortune 500 businesses like DuPont and Colgate. Carol's extraordinary keynotes help executive audiences see a whole picture of human productivity and innovation and provide a clear path, not just to "the next level" but also to the next many levels of innovation and growth. Carol isn't gimmicky or complicated, but she does use up-to-date research in business, human intelligence and systems theory. She helps her audiences see and believe that despite the recent productivity stall and increasing global competition, there is a virtually endless supply of innovation and growth available to companies that increase their *Human Consciousness Factor*. Refreshments served.

Net Impact “Global Urban Symposium: Company Presentations”

Thursday, October 9, 4:30-7 p.m., Ross School of Business

Boston Properties (Electronic Education Building, Room 1540)

Education Pioneers, The Broad Center, and Bridgespan (Wyly Hall, Room 0750)

Several of the Global Urban Symposium speakers will be making company presentations the evening before the conference. These will highlight both internship and full-time opportunities appropriate for students in the Business school as well as other University of Michigan graduate degree programs.

Arts Enterprise Speaker Series: Kiff Gallagher

Thursday, October 9, 7-9 p. m., 3515 Haven Hall, 505 S. State Street

Through his umbrella organization, Music National Service Initiative, Kiff Gallagher has pioneered efforts to keep music alive in our communities and in our schools. At this event, Kiff will introduce

his newest program, called MusicianCorps and described as a Peace Corps for musicians, as well as discuss the importance of national service in general, both within the arts and beyond.

Arts Enterprise Political Panel: Arts and Politics

Friday, October 10, 3- 5 p.m., Parker Room, Michigan Union

Arts Enterprise has brought together a unique group of panelists to discuss arts funding in the United States. This will include where funding has been directed in the past, how it has changed, and the direction it is headed.

“Raising Sustainable Funding for Nonprofit Organizations in Challenging Economic Times”

Friday, November 14, 9 a.m-noon, Educational Conference Center, School of Social Work, 1080 S. University Avenue

Terry Axelrod, founder and CEO of Benevon, presents a continuing education workshop. Terry introduces key principles of sustainable funding and methods, emphasizing a mission-based system. A panel of professionals representing nonprofit organizations that have successfully implemented the Benevon Model will illustrate successes and challenges of moving to a sustainable funding model. This lively, interactive session is an excellent opportunity to learn and ask questions about how your organization can transform its relationships with new and existing donors and grow a legacy of mission-centered individual giving. The cost for this mini-course is \$75. [Click here for registration details](#) or phone (734) 763-3395.

IN THE NEWS

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Charities Urged to Use Cellphone Messages to Get In Touch With Supporters

The Chronicle of Philanthropy

Text messages to mobile phones are going to become an increasingly important way for nonprofit organizations to reach out to their supporters, several speakers told participants at the recent Nonprofit Technology Conference.

Text messaging has some real advantages over e-mail as a form of communication, said Dane R. Grams, online strategy director at the Human Rights Campaign, a Washington advocacy group that focuses on gay, lesbian, bisexual, and transgender issues. So far at least, mobile phones aren't overrun with spam, he said, and while many people have multiple e-mail addresses — some of which they check infrequently — most only have one mobile number. “We wanted to call on our most active supporters to act on a moment’s notice,” said Mr. Grams. “Most people have a single cellphone, and it’s always with them.”

The Human Rights Campaign has been experimenting with cellphone messages since August. The organization sent advocacy messages encouraging members of the network to call their representatives in Congress to ask them to support the Matthew Shepard Act, which would strengthen federal hate-crime laws. People who responded to the alert would first hear a message that suggested key points they should make in their conversations with Congressional staff members, and then they were connected to their representative’s office.

Economy Expected to Take a Toll on Charitable Giving

The New York Times

To the list of big losers in the turmoil on Wall Street, add these: some big foundations.

Several prominent foundations in the New York area have been particularly damaged by the recent collapse of Lehman Brothers and Bear Stearns and the difficulties of the American International Group. The biggest among them is the Starr Foundation, which held 15.5 million shares of A.I.G. in May. Its assets have fallen by at least \$1 billion since the end of 2006, or by nearly one-third of its total value at that time. The 2006 figures are the most recent data available. ...

What this all means to the recipients of those foundations' largess is still largely unknown. Foundations are required by law to give away at least 5 percent of their assets a year. But when their assets shrink, their donations tend to shrink as well. Gathering enough money to return to their previous level is often hard.

[Click here for the rest of the article.](#)

Donors Leave the Details to a Fund

The New York Times

Fidelity, the giant investment company, suggests that of the two options for charitable giving, donor-advised funds offer several advantages over private foundations — larger tax deductions, simplicity and more privacy. Fidelity has good reason to make that recommendation: its Fidelity Charitable Gift Fund is the nation's largest such fund, with a \$4.7 billion in assets, and much of that is invested in Fidelity's own funds. ...

In a donor-advised fund, donors make an irrevocable contribution to the fund and receive an immediate tax deduction. The fund invests the money in an account the donor creates from a menu that offers different mutual funds. Donors only recommend which charities should receive their contributions. The fund makes the actual grants.

Some experts say donor-advised funds are particularly appealing for people giving \$1 million or less, because the costs of using such a fund are generally less than running a private foundation, particularly if its arrangements are complex. In the current economic downturn, when investment returns are generally not rising, funds have been aggressive in trying to control costs.

[Click here for the rest of the article.](#)

CONTACT INFORMATION

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ABOUT THE NONPROFIT & PUBLIC MANAGEMENT CENTER

The Nonprofit & Public Management Center is a collaboration among the University of Michigan's School of Social Work, Gerald R. Ford School of Public Policy, and Stephen M. Ross School of Business. For more information about NPM, visit <http://www.nonprofit.umich.edu>. If you have an announcement you would like to include in the next issue of this eNewsletter, please send information to the Center at nonprofit@umich.edu