

## 5. DIRECTORY OF WEBSITE RESOURCES

### *Capacity Building*

#### **The Hauser Center for Nonprofit Organizations, Kennedy School of Government, Harvard University**

<http://ksghauser.harvard.edu>

Research and articles on capacity building.

#### **The Brookings Review**

Directions in National and Community Service:

[http://brookings.edu/dybdocroot/press/review/rev\\_des.htm](http://brookings.edu/dybdocroot/press/review/rev_des.htm)

Background on building capacity through volunteer service.

#### **Center on Nonprofits and Philanthropy**

<http://www.urban.org/content/PolicyCenters/NonprofitsandPhilanthropy/Overview.htm>

Resources and research on trends in giving and trends in resource development.

#### **SustainAbility Website**

<http://www.SustainAbilityOnline.com>

### *Program Sustainability*

#### **1. Volunteer Recruitment and Development**

##### **How to Recruit and Retain Volunteers**

<http://nonprofit.about.com/library/weekly/aa090199.htm>

Includes tips on preparing for volunteers, keeping records of volunteers and their work, helping volunteers feel comfortable at their assignment, and showing appreciation for volunteers.

##### **Recruiting Volunteers**

<http://www.serviceleader.org/manage/recruit.html>

This website leads directly to valuable content on volunteerism, including volunteer screening, matching, legal issues and risk management, online recruitment, and volunteer management software. Service Leaders is also the home of the Virtual Volunteering Project, with hundreds of ideas, tips, and real-life examples for any organization that wants to involve volunteers via the Internet.

##### **USAFreedomCorps**

<http://www.USAFreedomCorps.gov>

The new USA Freedom Corps website is "the most comprehensive network of volunteer resources and service organizations ever assembled." This White House sponsored website provides one-click access to information and resources related to such effective practices as mobilizing volunteers from both

the non-profit and corporate sectors.

### **Volunteer Library**

<http://www.sustainabilityonline.com/HTML/Volunteers/index.html>

Read and download current articles aimed at assisting you in identifying and successfully working with the volunteers and stakeholders of your program. The library also includes a series of links to additional resources, such as publications and organizations related to working with volunteers and stakeholders.

### **Volunteer Recruitment: Tips from the Field**

<http://www.txserve.org/txcvcs/resources/volrec/recruit.html>

This web page outlines four specific steps to a successful recruitment process. Hosted by the Texas Commission on Volunteerism and Community Service, it was developed by Sarah Jane Rehnberg, PhD. and Betsy Clubine.

### **Volunteer Tools**

<http://www.sustainabilityonline.com/HTML/Volunteers/index.html>

Download tips and worksheets to help you build better relationships with your volunteers and stakeholders. Adapt these practical resources to fit the needs of your program.

### **Creative Volunteer Roles**

<http://www.energizeinc.com/art/npcrea.html>

This article by volunteerism expert Susan Ellis guides thinking regarding volunteer roles outside the box and in new directions. Several examples are offered and tips on how to apply these creative examples to your initiative.

### **The Points of Light Foundation**

<http://www.pointsoflight.org>

The Points of Light Foundation has many resources for volunteer organizations including books and materials to purchase and conferences and training events you can register for online.

### **NSRC: Sample Forms Collection**

[http://nationalservicerresources.org/resources/sample\\_forms](http://nationalservicerresources.org/resources/sample_forms)

See examples of forms and documents you can use for volunteer management. Includes everything from job descriptions to exit interviews. New forms are added regularly.

### **Retaining Volunteers/Keeping Volunteers Motivated**

<http://www.serviceleader.org/new/managers/2003/04/000071.php>

Several links to on-line resources, from professional articles to tips from the field, are included here.

### **Retention and Recognition**

<http://www.casenet.org/program-management/volunteer-manage/retenrec.htm>

This long excerpt from the book *Volunteer Management*, by Steve McCurley and Rick Lynch covers in detail the proactive steps you can take to motivate your volunteers and ensure that they feel valued.

### **Supervision**

<http://www.energizeinc.com/art/subj/super.html>

This page includes links to articles and excerpts which offer tips on addressing problems with volunteers, maintaining open communication, and being an effective leader.

### **Volunteer Management Review**

<http://charitychannel.com/vmr.shtml>

Charity Channel is an online community with over 100,000 participants discussing every aspect of voluntary-sector issues in hundreds of forums. On this page, you can subscribe to the newsletter *Volunteer Management Review* or browse back issues.

### **Volunteer Supervision**

<http://www.casenet.org/program-management/volunteer-manage/index.htm>

Volunteer Supervision has excellent articles on virtually every aspect of volunteer management, including recruitment, screening, retention, and supervision.

## ***2. Partnership Building***

### **Principles for Partnership**

<http://www.pfdf.org/leaderbooks/L2L/fall2000/austin.html>

The Peter F. Drucker Foundation for Non-Profit Management provides many resources on leadership in the nonprofit world. This page is an article by James Austin, chair of Harvard University's Initiative on Social Enterprise. The article includes a number of tips and tools for creating stronger partnerships, and a case study to illustrate the principles in action.

### **Collaboration Tools**

<http://www.sustainabilityonline.com/HTML/Collaboration/index.html>

Download tips and worksheets to help you and your partners work better together. Adapt these practical resources to fit the needs of your program. Use these tools yourself and share them with your partners.

### **Collaboration Library**

<http://www.sustainabilityonline.com/HTML/Collaboration/index.html>

Read and download articles to assist you in successfully working with partners to achieve mutual goals. On a regular basis, newspapers, conventional magazines, and e\_magazines are reviewed and then excerpted for access through the library. The library also includes a series of links to additional resources, such as publications and organizations related to collaboration.

### **3. Marketing and Promotion**

#### **American Society of Association Executives**

<http://www.asaenet.org>

Described as the association for association executives, ASAE is dedicated to enhancing the professionalism and competency of association executives, promoting excellence in association management, and increasing the effectiveness of associations to better serve members and society.

#### **Cone Communication**

<http://www.conenet.com>

Cone, Inc. is a strategic marketing communications firm with a passionate commitment to the new and innovative. Cone builds leadership-brands both on and offline by creating strategic positions and campaigns for its clients. They provide strategic counseling and services in areas such as brand-centering, marketing communications, public relations, online marketing and promotions, strategic philanthropy, cause-related marketing, and community and employee relations.

#### **Council for the Advancement and Support of Education**

<http://www.case.org>

The Council for the Advancement and Support of Education (CASE) is an international association of education advancement officers, who include alumni administrators, fundraisers, public relations managers, publications editors, and government relations officers. The ultimate goal of advancement professionals is to enhance their institutions by bringing in support – be it in the form of money, alumni loyalty, public esteem, or new students. In turn, CASE's purpose is to help these people advance the cause of education. It does this by offering information resources and training opportunities to aid members.

#### **Getting the Word Out: Marketing your Project or Agency in Real Time**

<http://www.sustainabilityonline.com/HTML/Marketing/index.html>

Whether you're trying to market your project to attract new volunteers or marketing your agency's successes to potential investors, the problem's the same. How do you fit in a new set of public relations tasks into your already too full schedule? This session will focus on the steps common to the start of any marketing effort that can be incorporated readily into an ED's schedule. By starting with a campaign plan and making better use of the things you already do, this workshop will make the link between great marketing success and the future of your project.

#### **Independent Sector**

<http://www.independentsector.org>

Independent Sector is a national leadership forum, working to encourage philanthropy, volunteering, not-for-profit initiative and citizen action that help us better serve people and communities. Founded in 1980 and based in

Washington DC, Independent Sector is a national coalition of voluntary organizations, foundations and corporate giving programs.

### **Institute for International Research**

<http://www.iir-global.com>

The Institute for International Research (IIR) is the world's largest international information company with a global network of offices in 36 countries including the United States, Canada, The United Kingdom, Germany, Asia, Australia, Latin America, and the Middle East.

### **The Institute for Public Relations**

<http://www.instituteforpr.com>

Through publications, lectures, awards, symposia, professional development forums, and other programs, the Institute for Public Relations has been at the leading edge of efforts to promote and encourage academic and professional excellence. The Institute's mission is to improve the effectiveness of organizational management by advancing the knowledge and the professional practice of public relations and public affairs through research and education.

### **Public Service Advertising Research Center**

<http://www.psaresearch.com>

The Public Service Advertising Research Center is an on-line information library dedicated to public service advertising, brought to you by Goodwill Communication.

### **Public Relations Society of America**

<http://www.prsa.org>

The Public Relations Society of America (PRSA), headquartered in New York City, is the world's largest professional organization for public relations practitioners. The Society's almost 20,000 members represent business and industry, counseling firms, government, associations, hospitals, schools, professional services firms and nonprofit organizations.

### **Amherst Wilder Foundation**

<http://www.wilder.org>

The Amherst H. Wilder Foundation is a nonprofit health and human service organization that serves the greater Saint Paul, Minnesota area. The Foundation originated in 1906 as a result of the generosity of the Amherst Holcomb Wilder family, which established the Foundation through their wills. The legacy of the Wilder family would be "to relieve, aid and assist the poor, sick, and needy people of the City of Saint Paul."

## ***4. Increasing and Diversifying Resources***

Indiana University Fund Raising School

<http://www.philanthropy.iupui.edu/fundschoo.htm>

Explore this web site for educational opportunities in fund-raising.

### **Association of Fund Raising Professionals**

<http://www.nsfre.org>

Explore the resource center and publications of this national network of fund-raising professionals.

### **Foundation Center**

<http://www.fdncenter.org>

Search by types of program funded, types of support provided, region funds offered to, etc. Research foundations and grants in depth.

### **Fundraising Research\_ Government and Private Foundations**

<http://www.cdpublications.com>

CD Publications announces grants to be issued in the future by the government and private foundation sector.

### **Fundraising Research \_ Staying Current**

<http://philanthropy.com>

Chronicle of Philanthropy is billed as the newspaper for NPOs.

### **Resource Development Tools**

<http://www.sustainabilityonline.com/HTML/Resources/index.html>

Download tips and worksheets to help you in your fundraising/resource gathering efforts. Adapt these practical resources to fit your own particular needs.

### **Resource Development Library**

<http://www.sustainabilityonline.com/HTML/Resources/index.html>

Read and download current articles aimed at assisting you to obtain funds and resources for your program. On a regular basis, newspapers, conventional magazines, and e-magazines are reviewed and then excerpted for access through the library. It provides information on best practices on prospecting, developing relationships with backers, and proposal writing.

### **Ventures in Philanthropy- Revenue generation in the nonprofit sector**

<http://ventures.yale.edu/factsfigures.asp>

Articles on trends and statistics on giving.

### **SustainAbility Website**

<http://www.SustainAbilityOnline.com>

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For additional information on any of the topics treated in this toolkit, visit the National Service Resources website at: <http://nationalserviceresources.org> and the Sustainability website at <http://www.SustainAbilityOnline.com>.