

SCORE EASTERN CONNECTICUT

Presents

**Starting and Running
a
Non-Profit**

**Presented by Eastern CT
SCORE Mentor Bob Potter**

<https://www.score.org/find-mentor>



SCORE HELPS SMALL BUSINESSES SUCCEED



English Login
Find a Mentor Workshops & Events Templates & Resources Volunteer About

Enter your zip to see local resources, events and mentors

Small Business Success Starts Here

SCORE can help you start, grow or successfully exit a business. Small business owners who receive three or more hours of mentoring report higher revenues and increased growth.

Enter your ZIP code to find a free SCORE business mentor today.

Enter zipcode...

MATCH ME BY ZIPCODE



Find a Mentor

Connect with us:

1. Go to

<https://www.score.org>

2. Enter your Zip Code

3. Click on
"Match Me by Zip Code"

4. On next screen
enter your information,
and SUBMIT

SCORE HELPS SMALL BUSINESSES **SUCCEED**

Looking for a dose of inspiration? Check out our **NEW** popular podcast, *SCORE: For the Life of Your Business!* You can find it:

- On all major podcast platforms
- On Buzzsprout: <https://scoreeasternct.buzzsprout.com/>
- On the SCORE website:

<https://www.score.org/easternct/podcast-for-small-business>

LOGISTICS TODAY

Remember: Webinars are an “overview” of a subject.



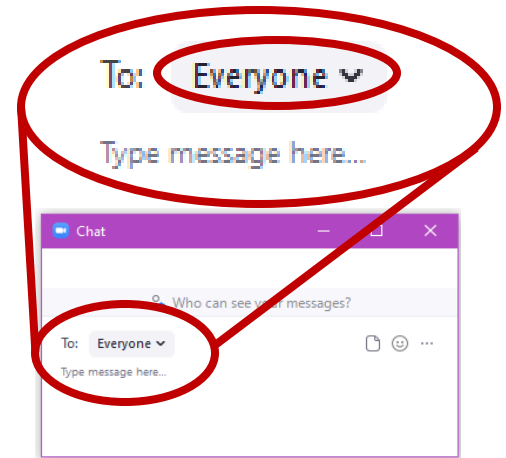
zoom

- Audio & Video are on **MUTE**.

Type **Questions** into the **CHAT**
on your Zoom bar.



Type
Into
Chat



MAKE A NOTE:

Go to SCORE.ORG Under Workshops & Events in a **2-3 days** to view the recording.

MAKE A NOTE:

Presentation will be found at

<https://www.score.org/easternct/webinar-presentations>

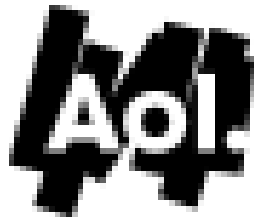
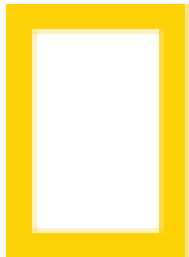
How To Start and Run Your Non-Profit Business



Best Practices For Non-Profit Success



TimeWarner



National Geographic



National Gallery of Art

YALE CENTER FOR BRITISH ART

Did You Know...

Recent counts by the National Center for Charitable Statistics estimate that there are currently **more than 1.7 million active non-profits in the United States.**



American Red Cross



OXFAM America



St. Jude Children's Research Hospital

ALSAC • Danny Thomas, Founder

Finding cures. Saving children.

LIVESTRONG FOUNDATION



Donors Choose.org
Teachers ask. You choose.



BOYS & GIRLS CLUBS OF AMERICA



WWF



The Nature Conservancy
Protecting nature. Preserving life.



malaria NO MORE



LEUKEMIA & LYMPHOMA SOCIETY®



THE OFFICIAL SPONSOR OF BIRTHDAYS.®

girls inc.®

Starting & Running Your Non-Profit

What defines a Non-Profit

What Is Your Mission

Why A Board of Directors

Strategic Planning

Financial Management

Role of Volunteers

Event Planning & Fundraising



The Business of Non-Profits

NON-PROFIT IS A TAX STATUS

NOT A FINANCIAL GOAL!!!!



Without **financial self-sufficiency**, non-profit organizations cannot control their direction or concentrate on their mission.

What is a Non-Profit?

- **Business granted tax-exempt status** by the IRS
- **Donations to a nonprofit often tax deductible**
- **At the end of the fiscal year**, when all bills are paid, any profit left over must be put back into the organization to further its mission.
 - None of the remaining profits will be distributed to officers or board of directors.
- **Nonprofit 501(c)(3) organizations** fall within the category of religious, charity, arts, culture, education.

The New IRS Non-Profit Tax Form 1023-EZ

<https://www.irs.gov/forms-pubs/about-form-1023-ez>

- Only three pages long vs. standard 26-page Form 1023.
- Most small organizations, including as many as 70 percent of all applicants, qualify to use this form.
- Most organizations with gross receipts of \$50,000 or less and assets of \$250,000 or less are eligible.



- This form **MUST** be filed online. There is a \$275 user fee and paid online at the time application is filed though Pay.gov. Approval 2-4 weeks.
- **NOTE:** Contains good checklist to determine if your organization is eligible for non-profit status

Best Practices For Your Non-Profit



*“A Goal Without A Plan
Is Just A Dream”*

Making A Plan

YOUR MISSION

Agreed-upon statement by your organization that explains the reason for its existence

Why would someone support your cause?

PRIORITIES

What key programs will the organization undertake to start-up, support and sustain its mission?

Use the Non-Profit Work Sheet to help you get started.

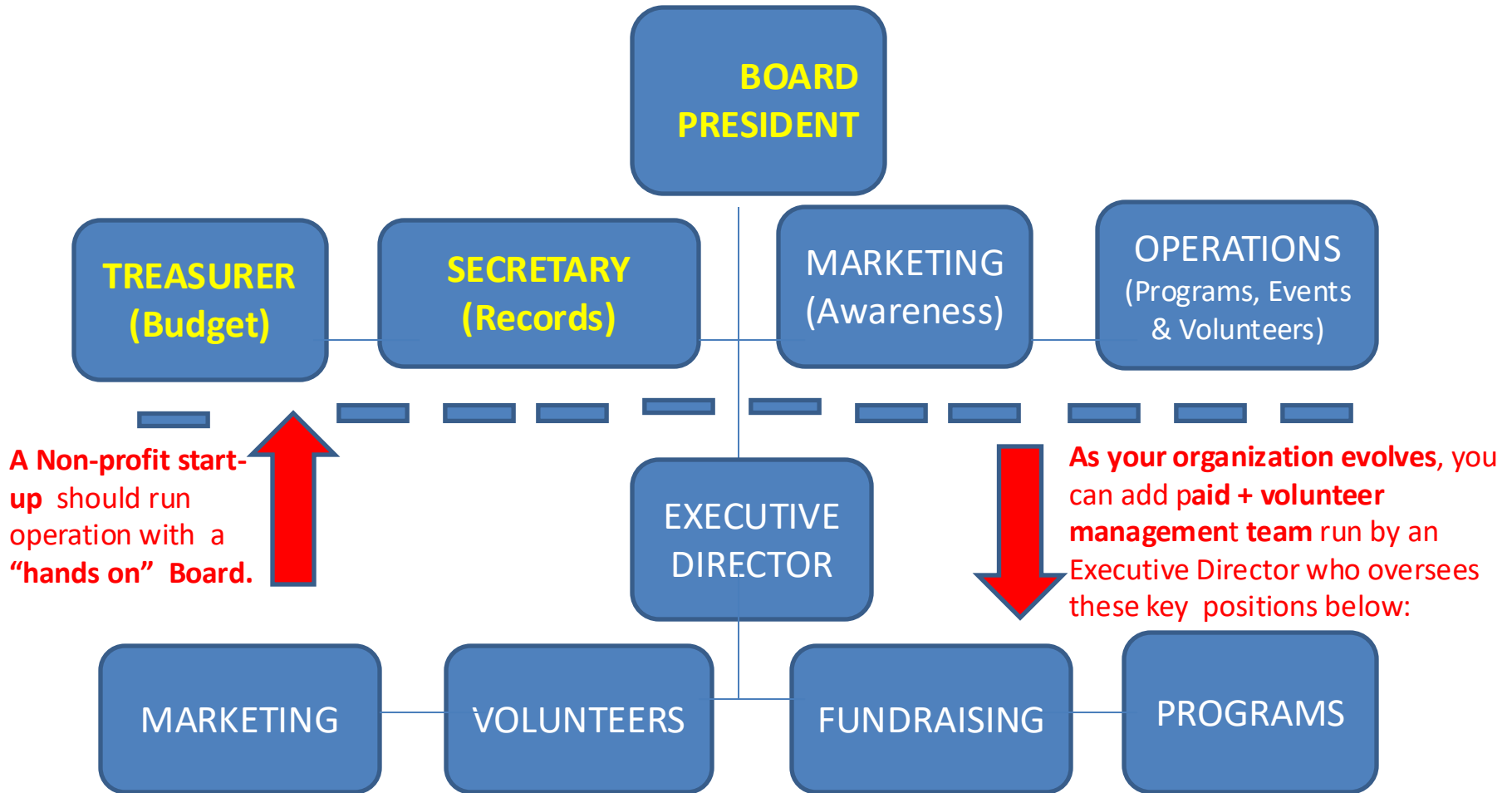


APOD 2025 Marketing/Event Plan

| 1Q25 | 2Q25 | 3Q25 | 4 Q25 |

- List Events per month
- Include how each marketed
i.e. Radio, Website, Sponsor, eblast, etc
- Note estimated sales goal for each

Non-Profit Management



How To Select And Manage Your Board

- **Board President** defines, communicates roles & goals for each member
- **Each Board** member has short job description
- **Board members should volunteer as needed and make annual financial contribution** to organization, provide fundraising support
- **Board meetings always have an agenda that is sent to board members in advance of meeting to review**



What Does A Board of Directors Do?

- **Oversee and lead** the organization
- **Board members are not-compensated**
- **Meet periodically** discuss/vote on key affairs
- **At a minimum, an annual meeting** must occur with all board members present
- **Board memberships not permanent positions**
- **Set up term limits for board members** – two to five years



Importance of Volunteers

Volunteers are **three times** more likely than non-volunteers to contribute money to your organization

- **Attract, retain and effectively manage volunteers** is a priority in your operating plan
- **Assign key person in organization to manage volunteers**
 - Screening, recruitment, training, communication
 - Special events & Ongoing operations
- **Volunteers are ambassadors of good will for your non-profit in your community.** Make them:
 - Happy!**
 - Productive!**
 - Appreciated!**



Success Metrics

Measure what matters: Unless you can measure it – how do you know if you succeeded?

Example: Fund Raising Event Success Metrics

How much \$ do you want to make from program/event?

How much \$ will it cost to run?

How many people do you need to attend/pay?

How many people actually attended/paid?

How many sponsors/volunteers do you need?

Set up a post-mortem meeting to thank your volunteers, go over above results/begin planning next year's event(s)

Marketing Your Organization

- **Website, Facebook, Social Media** – must have!
- **Build & Maintain email database** of all donors/key constituents; segment list; cultivate core group of key supporters
- **Thank and acknowledge** all your supporters
- **Add Fundraising Expertise** to your marketing team
- **Start Planning All Key Programs/Events** at least
6-8 months ahead!!!!
- **Keep accurate records** of all programs



Criteria For Every Effort: Will It Help Sustain My Organization

Fundraising



- **Individuals give from their heart not their pocketbook.**
- People give to **successful** organizations
- Businesses give funds/support to benefit **their business**
- Successful non-profits have people assigned to fundraising
- **Thank and acknowledge all donors – a key priority!**

Fundraising Sources

Individual Donors: Requires building relationship before individual will give.

Seek out and cultivate high-profile individuals with an affinity for your mission. Everybody knows somebody.

Business Support: Sponsor events to reduce costs, increase awareness for you and their business.

Sale of Products: Your total income cannot come from this source or IRS may rescind your 501(c)3 non-profit status.



Must Keep Accurate Records on All Donations

Partner For Success

- Business Sponsorships special programs/events
- Piggy-back on their emails/web
- Reach wider audience
- Lower your costs, add resources for your programs
- Grant making organizations like community partnerships
- Show sponsor and partner logos on your website home page



Don't Limit Your Success With Your Own Two Hands

Crowd Funding

Smaller Goals are More Attainable

- Average successful campaign is around \$7,000
- Average campaign lasts around 9 weeks
- Campaigns that can gain 30% of their goal within first week are more likely to succeed



Social Media a critical factor:

- For every order of magnitude increase in Facebook friends (10, 100, 1000), the probability of success increases drastically (from 9%-, 20%, to 40%)

Age: Individuals ages 24-35 may be more likely to participate in crowdfunding campaigns; those over 45 are significantly less likely to back campaigns.

How Non-Profits Succeed

1. Create A Plan

- A Road Map to success that all your team will buy into.

2. Solid Financial and Business Management

- Add people with these skills to your team.

3. Excellent Quality in Delivery of Services

- List key “success metrics” for every effort

4. Strong Board

- Each has defined role & goal
- Run effective meetings with agendas focused on priorities

5. Good Marketing

- Use Social Media to promote your organization/events and initiatives to increase awareness/support. Partner For Success!

6. Recruit Volunteers

- Give them tools and appreciation needed to succeed.

RUN YOUR NON-PROFIT LIKE A BUSINESS IF YOU WANT TO SUCCEED!



Non Profit Worksheet

1. What is the **name and mission** of your non-profit?
2. Do you have a **business plan**?
3. Who will it serve: your **target audience**?
4. **Why is there a need** for your non-profit?
5. Are there **other organizations** serving the same need?
6. Who are the **key people** you will need to help you start up or run your non-profit: their titles and responsibilities?
7. How much **money** do you need in Year One or annually to run ?
8. What are **3 priorities** you have set for 2025?



Non-Profit Resources



Section 501(c)(3) Organizations <http://www.irs.gov/>
EZ Form 1023 <https://www.irs.gov/forms-pubs/about-form-1023-ez>

eHow How to Start a Non-Profit Organization
<http://www.ehow.com/>



State of CT Dept of Consumer Protection
<http://www.ct.gov/>



TaxExemptWorld
<http://www.taxexemptworld.com/>



CONNECTICUT
ASSOCIATION
of NONPROFITS www.ctnonprofits.org



The Community Economic Development Fund
www.CEDF.com | WeTeachSuccess.org



www.sect.score.org

SCORE HELPS SMALL BUSINESSES SUCCEED



Find a Mentor

Connect with us:

1. Go to
<https://www.score.org>

2. Enter your Zip Code

3. Click on
“Request a Mentor”

4. On next screen
enter your information,
and SUBMIT

SCORE
FOR THE LIFE OF YOUR BUSINESS

English | Login

Find a Mentor | Workshops & Events | Templates & Resources | Volunteer | About

Enter your zip to see local resources, events and mentors

Small Business Success Starts Here

SCORE can help you start, grow or successfully exit a business. Small business owners who receive three or more hours of mentoring report higher revenues and increased growth.

Enter your ZIP code to find a free SCORE business mentor today.

Enter zipcode... MATCH ME BY ZIPCODE