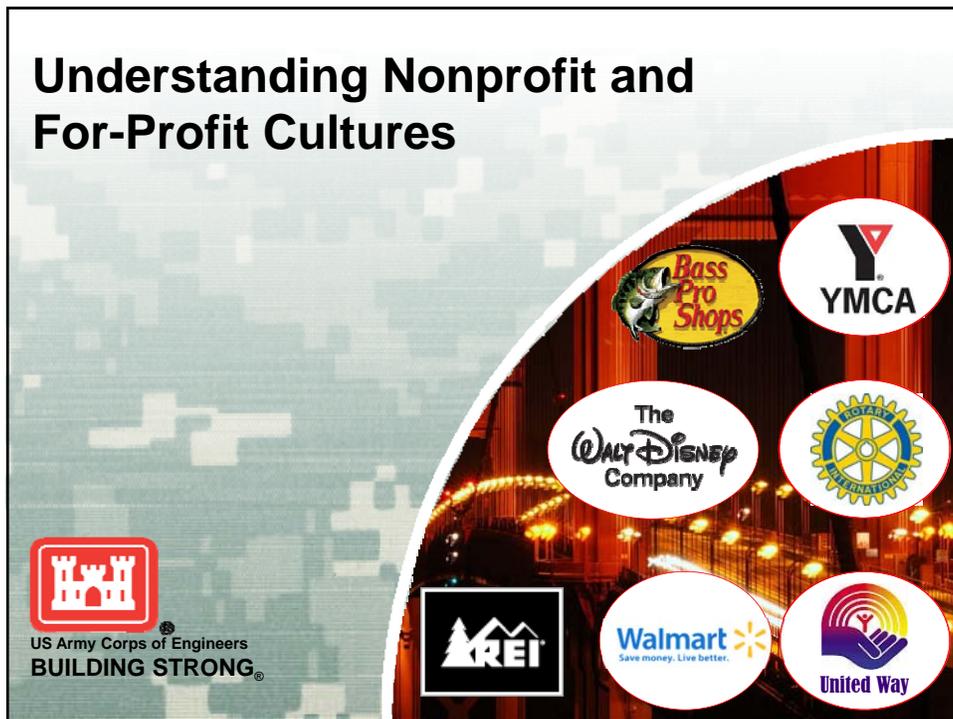


# Understanding Nonprofit and For-Profit Cultures



## Goals

- Review both the 501 (c) non-profit and agency persona and their individual drivers.
- Understand what non-profits look for in partnerships
- Examine ways to utilize and integrate strengths of partners
- Understand how non-profit partners can provide advocacy/lobbying
- Learn why for-profit corporations and private individuals give



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## 501 (c)(3) Growth

- There are 50,000+ new nonprofit organizations each year = 150/day = 6/hour
- Large growth between 2001 – 2004 (1.6 million new nonprofits)
- 45,000 military nonprofits



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## Non-Profit vs. USACE

### Non-Profit

- Vision
- Mission
- Values
- Goals & Strategies

### USACE

- Law
- Agency Authority & Regs
- Agency Programs
- Goals & Strategies



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## Non-Profit Culture vs. USACE

### Non-Profit

- Articles, By-laws
- Strategic Plan
- Initiatives Plan
- Funding Plan
- Impact

### USACE

- Regulations
- Operations Plan (OMP)
- Implementation Strategy
- Budget
- Execution



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## Make-up of Non-Profit vs. USACE

### Non-Profit

- Board of Directors
- Executive Director
- Staff
- Members
- Volunteers
- Donors & Funders

### USACE

- Division/District Commander
- Park Manager
- Rangers
- Visitors
- Volunteers
- Donors & Funders



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## Blood of Non-Profit vs. USACE

### Non-Profit

- Contributions – donations; grants...
- Time, Treasure & Talent
- Earned Revenue – sales; service fees...

### USACE

- Congress- Appropriations
- Contributions



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## What does the Non-Profit Want?

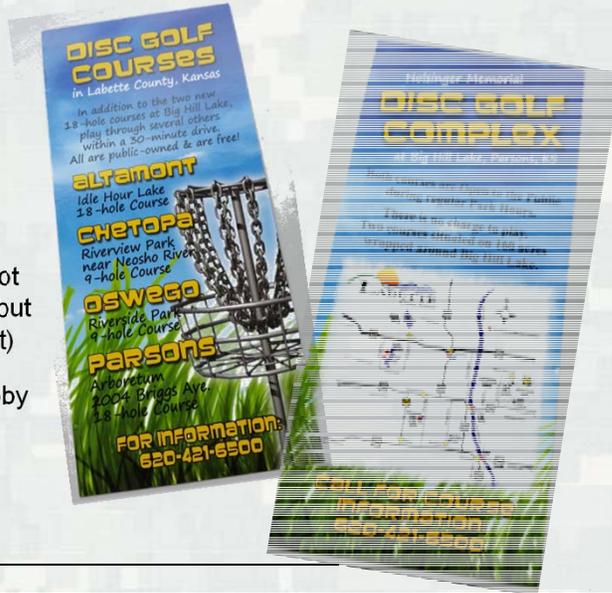
- Mission fulfillment – **For Impact!**
- Opportunity to expand its resources
- Respect: 2 way partnership – not your ATM
- Community recognition
- Long term relationship



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# Common Myths

- Non-profits are not accountable
- Non-profits are not businesses
- Non-profits cannot make a profit (It's not really not-for-profit, but instead = For impact)
- Non-profits can't lobby

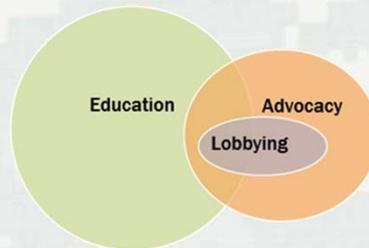


<http://foundationcenter.org>  
990 information on foundations

File GRAPHIC print - DO NOT PROCESS		As Filed Data	DLN: 93493135025783
Form <b>990</b>		Return of Organization Exempt From Income Tax	
Department of the Treasury Internal Revenue Service		OMB No. 1545-0047	
Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)		<b>2012</b>	
The organization may have to use a copy of this return to satisfy state reporting requirements		Open to Public Inspection	
<b>A For the 2012 calendar year, or tax year beginning 01-01-2012, 2012, and ending 12-31-2012</b>			
<input type="checkbox"/> B Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending		<b>C</b> Name of organization COARKS RIVERS HERITAGE FOUNDATION <b>D</b> Employer identification number 27-2075137 <b>E</b> Telephone number (417) 334-0160 <b>G</b> Gross receipts \$ 951,644	
<input type="checkbox"/> F Name and address of principal officer ALAN CHIP MASON 4500 STATE HIGHWAY 165 BRANSON, MO 65616		<b>H(a)</b> Is this a group return for affiliates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <b>H(b)</b> Are all affiliates included? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "No," attach a list (see instructions) <b>H(c)</b> Group exemption number	
<b>I</b> Tax-exempt status <input checked="" type="checkbox"/> 501(c)(3) <input type="checkbox"/> 501(c) ( ) (insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527		<b>J</b> Website: WWW.TABLEROCKDAMTOURS.COM	
<b>K</b> Form of organization <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other		<b>L</b> Year of formation 2010 <b>M</b> State of legal domicile MO	
<b>Part I Summary</b>			
<b>1</b> Briefly describe the organization's mission or most significant activities PROVIDE SUPPORT FOR THE US ARMY CORP OF ENGINEERS RECREATIONAL FACILITIES			
<b>2</b> Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets			
Activities & Governance	<b>3</b> Number of voting members of the governing body (Part VI, line 1a)	3	7
	<b>4</b> Number of independent voting members of the governing body (Part VI, line 1b)	4	7
Revenue	<b>5</b> Total number of individuals employed in calendar year 2012 (Part V, line 2a)	5	17
	<b>6</b> Total number of volunteers (estimate if necessary)	6	40
	<b>7a</b> Total unrelated business revenue from Part VIII, column (C), line 12	7a	0
	<b>7b</b> Net unrelated business taxable income from Form 990-T, line 34	7b	0
		<b>Prior Year</b>	<b>Current Year</b>
	<b>8</b> Contributions and grants (Part VIII, line 1h)	5,681	674
	<b>9</b> Program service revenue (Part VIII, line 2g)	222,224	784,365
<b>10</b> Investment income (Part VIII, column (A), lines 3, 4, and 7d)	0	150	
<b>11</b> Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	33,558	79,485	
<b>12</b> Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)	261,463	864,674	
<b>13</b> Grants and similar amounts paid (Part IX, column (A), lines 1-3)	0	0	
<b>14</b> Benefits paid to or for members (Part IX, column (A), line 4)	0	0	
<b>15</b> Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	68,189	238,106	
<b>16</b> Professional fees (Part IX, column (A), line 11)	0	0	

## Non-Profit Advocacy/Lobbying

- Public lands and non-profits have opportunities and needs that are affected by the choices of legislators and policy makers.
- 501 (c)(3) organizations can engage in education, advocacy, and lobbying (in limited quantities... 20% of a non-profit's \$ and time can go to lobbying) that furthers their charitable purpose
- Government employees may NOT engage in lobbying as part of their professional lives, but can as private citizens\*\*  
*\*\* (Caution: Be careful to avoid the appearance of impropriety.)*



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## Benefits of Advocacy

- Enhance agency reputation
- Attract partners
- Support agency priorities
- Leverage federal funding with other sources and volunteers
- Inform public
- Carry out stewardship

NOTE: Local advocacy is very important! Elected officials pay more attention to what's written in their local/state papers than what's in the Washington Post. New authorities rise from the constituents.



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## Non-Profit Advocacy/Lobbying

- Education: Providing **unbiased** info to the government or public
  - ▶ Ex: "The Corps legal decision to terminate cooperative joint management agreements affected operations of 8 coop associations, 34 parks and 4 visitor centers. "
  
- Advocacy: Sharing info with legislators, executive branch or the public to **influence** them, but not a specific legislation or call to action
  - ▶ Ex: "The Corps really needs to have the ability and legal authority to have cooperative joint management agreements to benefit the public and its partners."
  
- Lobbying: Attempts to **influence specific** government decisions or actions. Reflects a viewpoint and is a call to action.
  - ▶ Ex: "Please support /vote "Yes" on HR 4100 LOCAL Act and the S 2055 Corps of Engineers Cooperative Joint Management Restoration Act"



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## Partnering with For-Profit Organizations

- What beliefs do we hold about partnering with Corporations?
  
- What questions do we have about partnering with Corporations?
  
- What barriers have we encountered?



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## Corporate Giving Impact

- ❑ \$20.3 billion annually
  - ❖ [www.corporatephilanthropy.org](http://www.corporatephilanthropy.org)
  - ❖ 47% direct cash; 35% foundation cash; 18% non-cash
  - ❖ 3% to environmental causes and programs
- ❑ 81% have a corporate foundation
- ❑ 78% have formal volunteer programs
- ❑ Corporate giving continues to rise (60% increased giving since 2007)
- ❑ Trends
  - ❖ More focused giving (cause and trust)
  - ❖ High priority on matching gift and employee engagement programs
  - ❖ International giving is on the rise (lead by manufacturing companies)



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## What do corporations give?

- ❑ Funding
- ❑ In-kind goods and services
- ❑ Volunteers
- ❑ Industry expertise
- ❑ Promotion and communication



## Why do corporations give?

### Social responsibility

- ❖ Care about the cause
- ❖ To be citizens, not just residents

### Marketing

- ❖ Internal and external customers
- ❖ Employees involved in something "greater"
- ❖ Market share or competitive advantage

### Public Relations

- ❖ Key leaders have tie to the cause
- ❖ Industry experience sharing
- ❖ Influence



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## Why would corporations give to Corps projects?

- ❑ Think broader than Corps
  - ❖ Our friends groups and cooperating associations
  - ❖ Our established MOU partners
- ❑ Match between the land's needs and corporate interests
- ❑ Variety of volunteer opportunities
- ❑ Testing of products
- ❑ We manage areas that impact their industry
  - ❖ Tourism
  - ❖ Outdoor recreation
- ❑ Government connection
- ❑ Employee retention (lifestyle/community building)
- ❑ Past success – trust



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## Risks for the Corps

- ❑ Perception of commercialization
- ❑ Implied endorsement
- ❑ Direct contact with the visitor
- ❑ Corporate image
- ❑ Contracting and/or litigation conflict
- ❑ Loss of trust – unable to keep our end of agreement
  - ❖ Budget changes
  - ❖ Regulation or law changes



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## Where to Meet Corporate Donors

- ❑ Partners of current partners
- ❑ Chambers, economic development and civic groups
- ❑ Look at which corporations are within 100 miles of your project
- ❑ Internet – NRM Gateway & corporations with common goals
- ❑ Current State partnerships with corporations
- ❑ Topical conferences/trainings (conservation, tourism...)



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## How to Approach a Corporation

- Research and understand the corporation before approaching
  - ❖ What is their mission and future goals
  - ❖ Social responsibility and community engagement
  - ❖ Past giving
  - ❖ Bring friends that already have a relationship to the table
- Personal contact
  - ❖ Set up a meeting w/foundation director or community outreach point of contact
  - ❖ First meeting is getting to know each other – follow their lead based on interest
  - ❖ If mutual interest, set up second meeting and offer to bring proposal
- Simple, to the point partnership proposal
  - ❖ Don't lead with a bunch of policy and paperwork
  - ❖ Benefits to them and for the public (Corps)
  - ❖ What we can offer to the partnership and what we need
  - ❖ Plan for recognition and public relations



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## Private Donors

- 72% of private sector giving is from individuals (~\$228 Billion)
  - ❖ 3% to the environment (~\$9.5B)
- Types of donors
  - ❖ “Why should I give a damn?” = show how they profit from your lake
  - ❖ “Save the puppies” = emotional donors
  - ❖ “I’m kind of a big deal” = donors who want prestige/network
- Why do they give?
  - ❖ Because they can: They have the \$ and ability to donate
  - ❖ Because they should: Sense of community
  - ❖ Because they must: The money isn’t coming from other sources



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## How to Approach Private Donors

- ❑ Provide the opportunity to make them feel good
- ❑ Look at what they've donated to in the past
- ❑ LISTEN to the donor's needs/desires
- ❑ Donors want to see measurable impacts on the local level/ improvements made in their community
- ❑ Know what your vision is and what impact it will have on the community.
- ❑ Articulate your vision and tell the donor how they can help.
- ❑ People lose excitement over time. Strike while the iron is hot.



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## Resources

- ❑ <http://www.tgci.com/funding.shtml> - grant opportunities/foundations by state
- ❑ <http://foundationcenter.org> – 990 information on foundations
- ❑ <http://philanthropy.com> – go to corporate giving
- ❑ <http://foundationcenter.org/findfunders/topfunders/top50giving.html>



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# Corporate Partnership Development Tool

Describe a project to accomplish with a corporate partner:

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## Elements for Corporate Help

	Element of Project
Volunteers	
Loaned expertise	
In-kind goods and services	
Marketing, promotion, media	
Funding	

## Benefits for Corporation – Building Your Case

	Audience (s)	Method (s)
Reputation		
Public Trust		
Match to corporate interests		
Quality of volunteer opportunities		
Government connection		

## Finding Corporate Partners

	Local	Regional	National
Good corporate citizen			
Affinity			
Audience			
Mutual business purpose			

## Reviewing Our Donor Targets

Perception of commercialization			
Corporate image			
Direct contact with the visitor			
Implied endorsement			
Current contracting and/or litigation conflict			

## Partnership Plan – Cost Sharing and Recognition

	Audience (s)	Method (s)
Physical components/goods		
Volunteers		
Volunteer training & management		
Expertise		
Recognition		
Funds		
Reporting		
Media		
Authorities		
Other agreement elements		

## Proposal Letter Outline

	Points to Communicate
Introduction – must mention need and summarize request	
USACE project site and the community	
The need – what makes this an important investment?	
Why would the corporation invest? Community benefits? Donor benefits? What results will occur?	
What are the project elements and timeline?	
What are the matching gifts?	
How will the project continue? What sustains results?	
Conclusion – why summarize benefits	
Ask for opportunity to meet to discuss further, invite to the site, thank for time	

Describe the type of partnership agreement, and start drafting!

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# Questions?



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