



Best Practices for the Nonprofit World

Welcome!

The webinar will begin at 10:00 a.m. CT.

While you wait:

1. Download PDFs of the slides and handout under the "Handouts" tab of your control bar.
2. Confirm that your speakers are turned on and your audio is working by doing a sound check in the "Audio" tab of the control bar. Having problems? Exit and restart the webinar, or switch to "phone call" for a phone number and access code to hear the audio through your telephone.

The Museum Services Program provides support, resources, and training to museums in Texas.

- Consultations
- Webinars and workshops
- Resources

www.thc.texas.gov/museum-services

On our webpage:

- Webinars
- Workshops
- Grants and Fundraising
- Helpful Resources
- Connect and Learn

Laura Casey

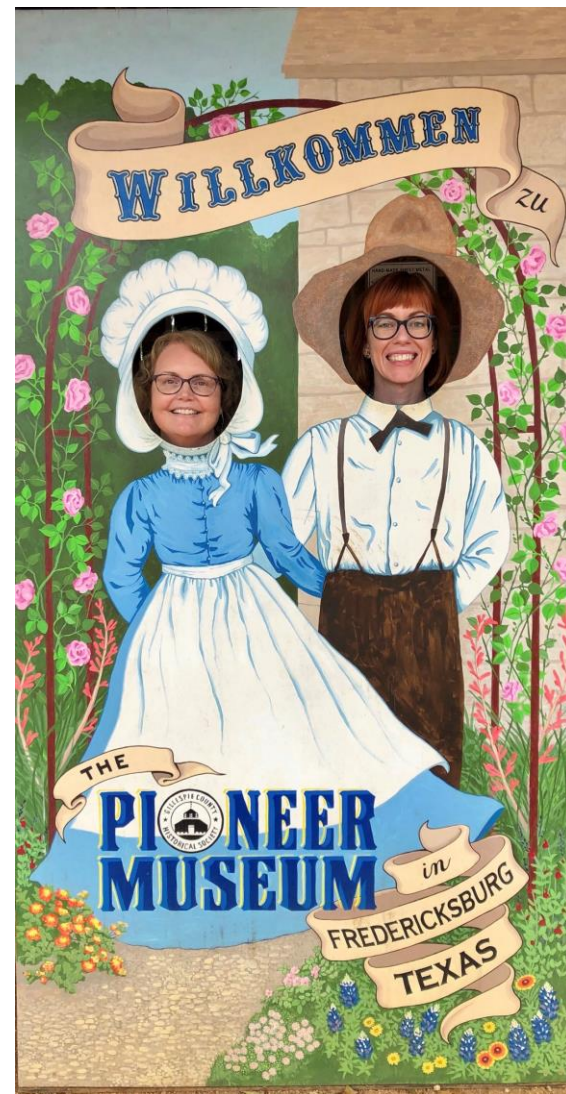
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Upcoming Free Museum Services Webinars

www.thc.texas.gov/museumwebinars

- Together in the Sandbox: Board and Staff Relationships
 - Wednesday, September 16, 10:00 a.m. CT
- Creating Exhibitions in Response to Current Events
 - Tuesday, September 29, 10:00 a.m. CT
- Affordable and Transportable: Creating and Circulating Compact Traveling Exhibitions
 - Tuesday, October 6, 10:00 a.m. CT

Upcoming Free Webinars from Other Orgs

www.thc.texas.gov/museumconnections

- *2020 Hurricane Season Preparations for U.S. Gulf Coast Cultural Organizations*, August 20, 10:00 a.m. CT, NCPTT
- *Building and Nurturing DEAI Committees: Theory and Practice in Museums*, August 20, 2:00 p.m. CT, CCLI
- *How XR Experiences in Museums Can Support Equity and Inclusion*, August 20, 2:30 p.m. CT, CAM
- *A Conversation About Confederate Monuments and Memory*, August 20, 3:00 p.m. CT, Minnesota Historical Society
- *Black Lives Matter and (the American) Revolution*, August 21, 2:00 p.m. CT, AASLH
- *Low-Tech/No-Tech Live-Action Role Games for Public Audiences*, August 26, 11:00 a.m. CT, NEMA
- *Care and Curation of Archaeological Collections for Museums*, August 26, 1:00 p.m. CT, CCC
- *Demo & Presentation: Escape Room Challenge*, August 26, 1:30 p.m. CT, NEMA
- *Say What? Responding to Complicated or Controversial Visitor Responses*, August 27, 8:00 a.m. CT, ICOM
- *Fundraising Tips and Tricks: Things You Can Do Right Now*, August 27, 1:00 p.m. CT, Indiana Historical Society



www.thc.texas.gov/museumwebinars

Grants & Fundraising →

- Grant Evaluation: Setting Goals and Measuring Impact
- A Case Study in Creating a Successful Case Statement



Best Practices for the Nonprofit World

Welcome!

About the Friends of the Texas Historical Commission

What we will discuss today



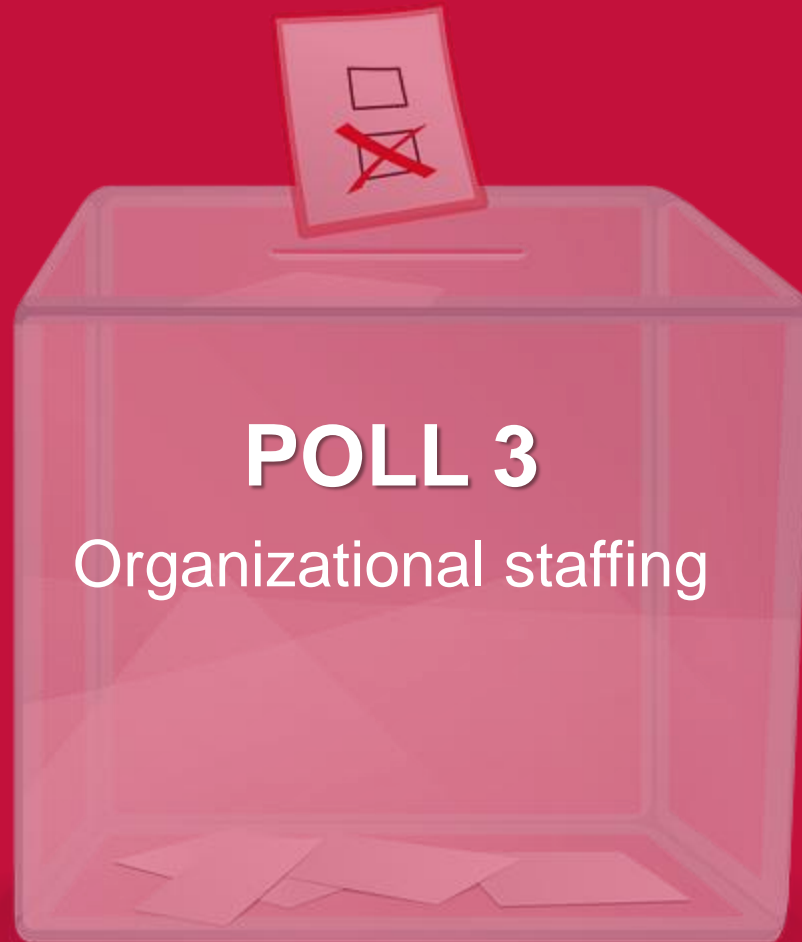
POLL 1

What type of non-profit organization do you represent?



POLL 2

Your role in your organization

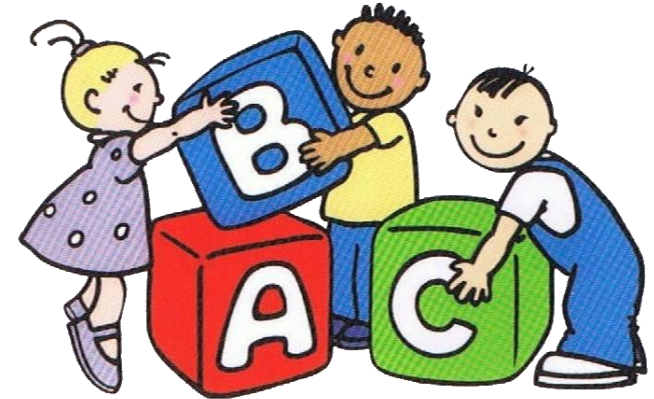


POLL 3

Organizational staffing

BEST PRACTICES FOR NON-PROFITS

- Ethical standards
- Accountability processes
- Guidelines for leadership, staff, volunteers
- The building blocks for a solid and strong nonprofit



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WHY BOTHER?

- It is the law!!
- Consistency to mission
- Effective and efficient
 - Provide clarity
- Establishing leadership
- Accountability to all constituencies
 - Governing body
 - Donors
 - Clients
 - volunteers
- As a result, effectiveness in mission delivery
- Protects the organization – lowers exposure



REAL LIFE SCARY STORIES

- The errant board member
- State of CA vs. Food for the Poor, MAP International, and Catholic Medical Mission Board
- Roxbury Comprehensive Community Clinic, 2013
- The hostile takeover



GOOD GOVERNANCE REQUIRES.....

- The right ingredients – the right mix of board members
- The right “chef” – leadership and accountability
- Careful mixing and stirring – candid conversations, transparent and effective practices and governing policies
- The right resources



<https://www.councilofnonprofits.org/tools-resources/good-governance-policies-nonprofits>

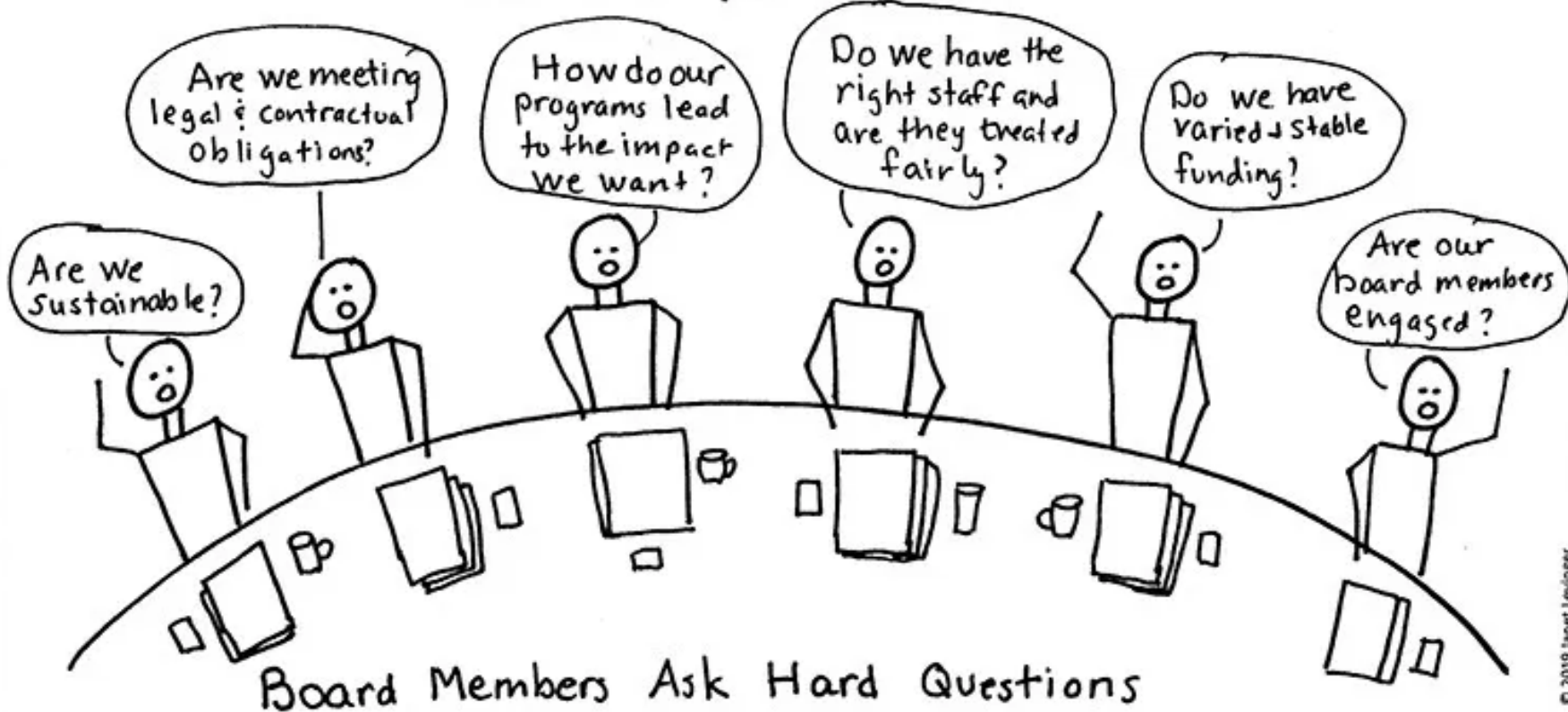
THE BOARD

Board members are the **fiduciaries** who steer the organization toward a sustainable future by adopting **sound, ethical, and legal governance and financial management** policies, as well as by making sure that the nonprofit has **adequate resources** to advance its mission.

Oversight for:

- Administration
- Financial Management
- Program Development
- Fund Development

How Do You Know?





BOARD “AFFINITY MATRIX”

Friends of the Texas Historical Commission
Board "Affinity"/Nominations Matrix

8/17/2020

Geographical Area	Mission Support				Marketing/Communications			Fund Development Expertise & Support			Operations/Administrative Expertise		
	Historic Preservation Professional or volunteer	Museums	Architecture/ Real Estate Development	Academia	Marketing	Online Communications /Social Media	PR/ Media Relations	Development Professional/ Philanthropy Community	Corporate/ Foundation Relations	Planned Giving Expertise	Human resource /Planning	Legal Expertise	Finance/ Accounting
Hill Country/ Central Texas/Greater Austin													
Houston Metro Area													
Dallas-Fort Worth/ North Texas													
Greater San Antonio													
East Texas													
Texas Coast/Corpus Christi/Victoria													
South Texas/Rio Grande Valley													
West Texas/greater El Paso area													
Texas Panhandle													
I-10 Corridor													

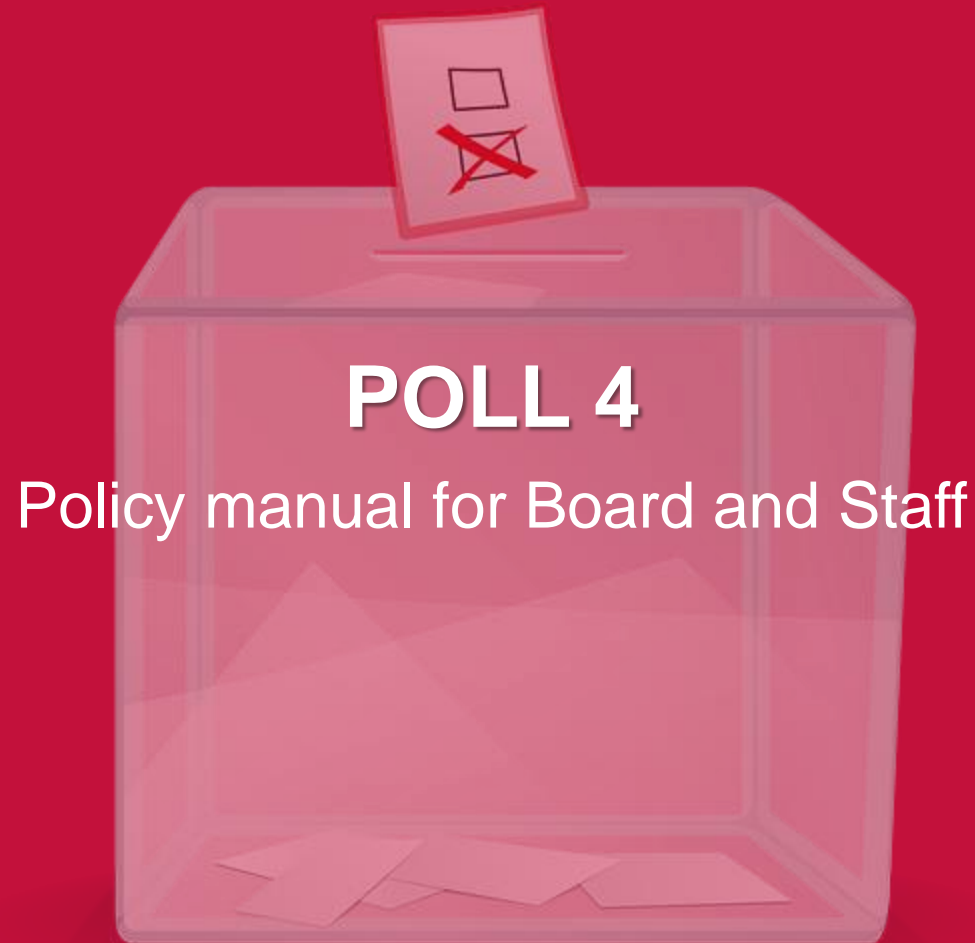
	Highest priority
	Mid Level priority
	Low priority
	* Moving to Advisory Board

propel
nonprofits

donner pour relancer
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Propel Nonprofits Board Profile Worksheet

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GOVERNANCE – THE ESSENTIALS

- The “Manual” – your basic governance documents (bylaws, AOI, tax determination letters, meeting minutes etc.)
- The rules – written policies approved by the board, accompanied by implementation procedures as needed
- A calendar of review – an annual schedule



GOVERNANCE POLICIES AND PRACTICES

- Articles of Incorporation
- Bylaws
- Code of ethics
- Confidentiality
- Conflict of interest
- Policy for board votes (in person and electronic)
- Board organizational Structure
 - Board/committee structure; roles and responsibilities; job descriptions; expectations
- Practices
 - Board meeting minutes
 - Board recruitment
 - Review calendar

ADMINISTRATION BEST PRACTICES

- What is required by your state law?
 - Ensure compliance with the state law
 - National Council of Nonprofits
- For those of you in Texas, visit:
https://www.sos.state.tx.us/corp/nonprofit_org.shtml
- Make sure you understand the state requirements
 - Access to financials, minutes, bylaws
 - Public attendance at board meetings
- Lobbying restrictions
- Staff oversight

BE CLEAR ABOUT.....

- Board roles and responsibilities
- Committee responsibilities and the reporting structure to the board
- Staff job descriptions
- Administrative policies
 - Staff organizational structure
 - Compensation
 - Document Retention and Destruction
 - Whistleblower
- Procedures/Practices
 - Employee Handbook
 - Digital Media, e-documents, passwords

BEST PRACTICES: FINANCIAL MANAGEMENT

- Fiduciary responsibility of the board
- Key to effective management and mission delivery
- Policies
 - Investments
 - Endowment establishment and distributions



ESSENTIAL PROCEDURES/PRACTICES

- Annual Audit or Financial Review
- IRS Tax Form 990
- Financial tracking – Budgeting; monthly Reconciliation
- Monthly review of financial reports
- Transparency in reporting
- Treasurer – check writing
- Financial controls – who picks up the mail and the donations? Who has access to online banking? What are the restrictions? Who writes the checks? Who deposits the checks?
- Restricted gifts – tracking and reporting

BEST PRACTICES: PROGRAM DEVELOPMENT

- Focus on mission
- Strategic plan or state goals
 - Refer to them constantly!!!
- Strong communication with program staff
- Don't chase the money – unfunded mandates
- Good governance from the board and established policies will help
 - Create a broad mechanism to vet new ideas
- Program evaluation



BEST PRACTICES: FUNDRAISING

Remember.....

- Trust is everything in fundraising
- Accountability is imperative – the foundation to a successful fundraising program
- Loss of trust – the steep slope of recovery



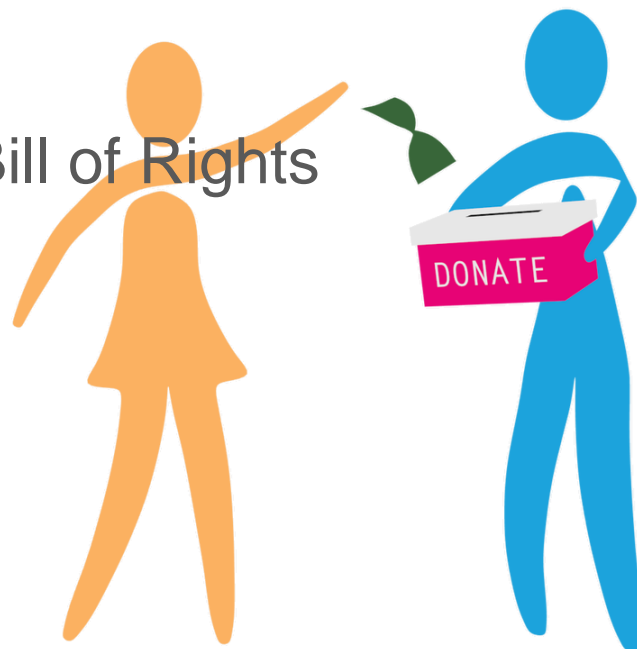
FUNDRAISING – CULTIVATION

- Grant application requirements – audits and 990s
- Individual donors – 990s, Charity Navigator, Guidestar
- Who is minding the store?
- Administrative overhead or percentage



FUNDRAISING – STEWARDSHIP

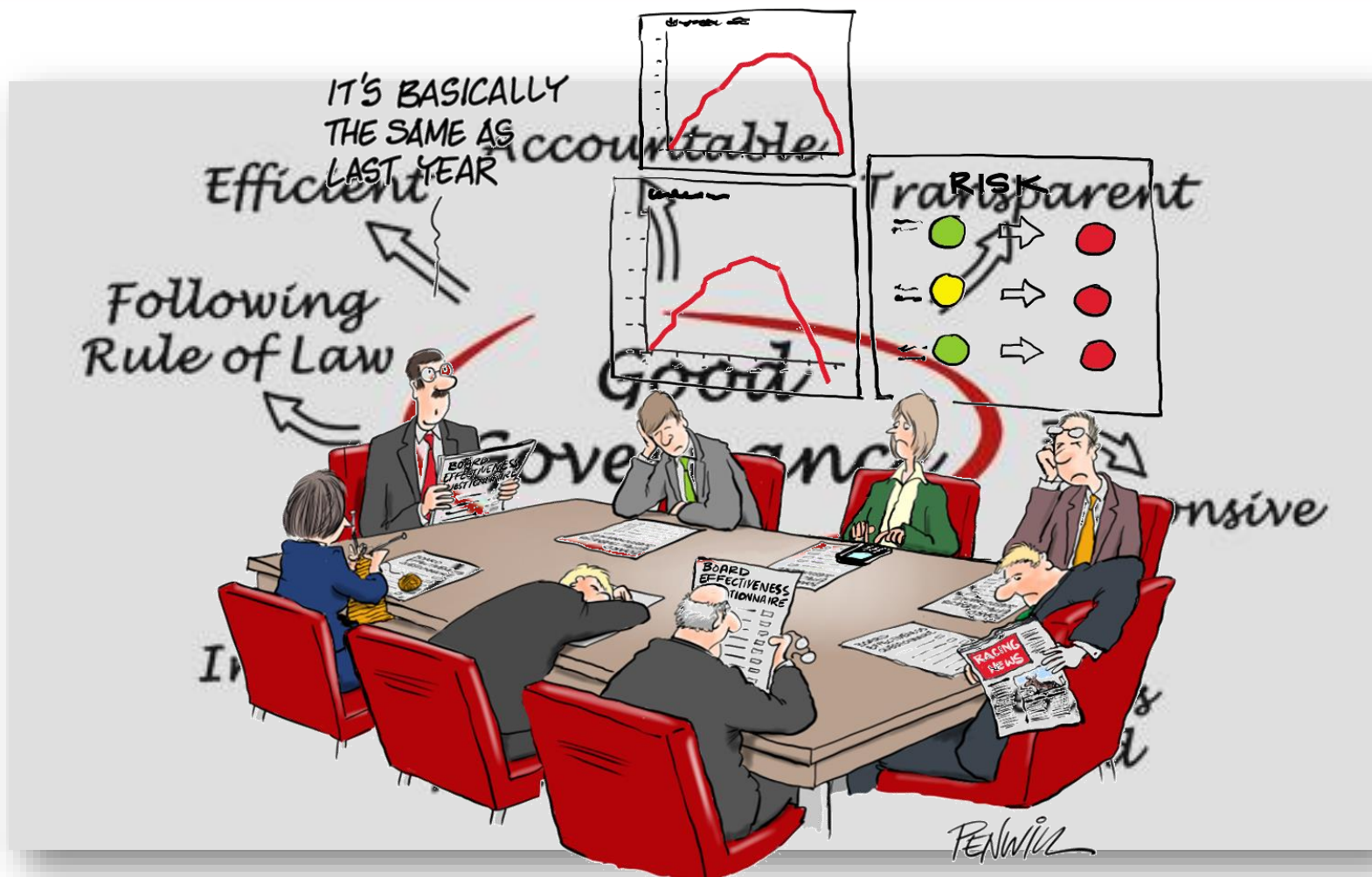
- Program/project data and numbers – collect and report
- Restricted gift tracking and reporting
- Rules on gift acknowledgment – deductible amounts; goods and services, in-kind gifts, auctions, etc.
- Donor communications
- Donor data
- Donor rights – AFP Donor Bill of Rights



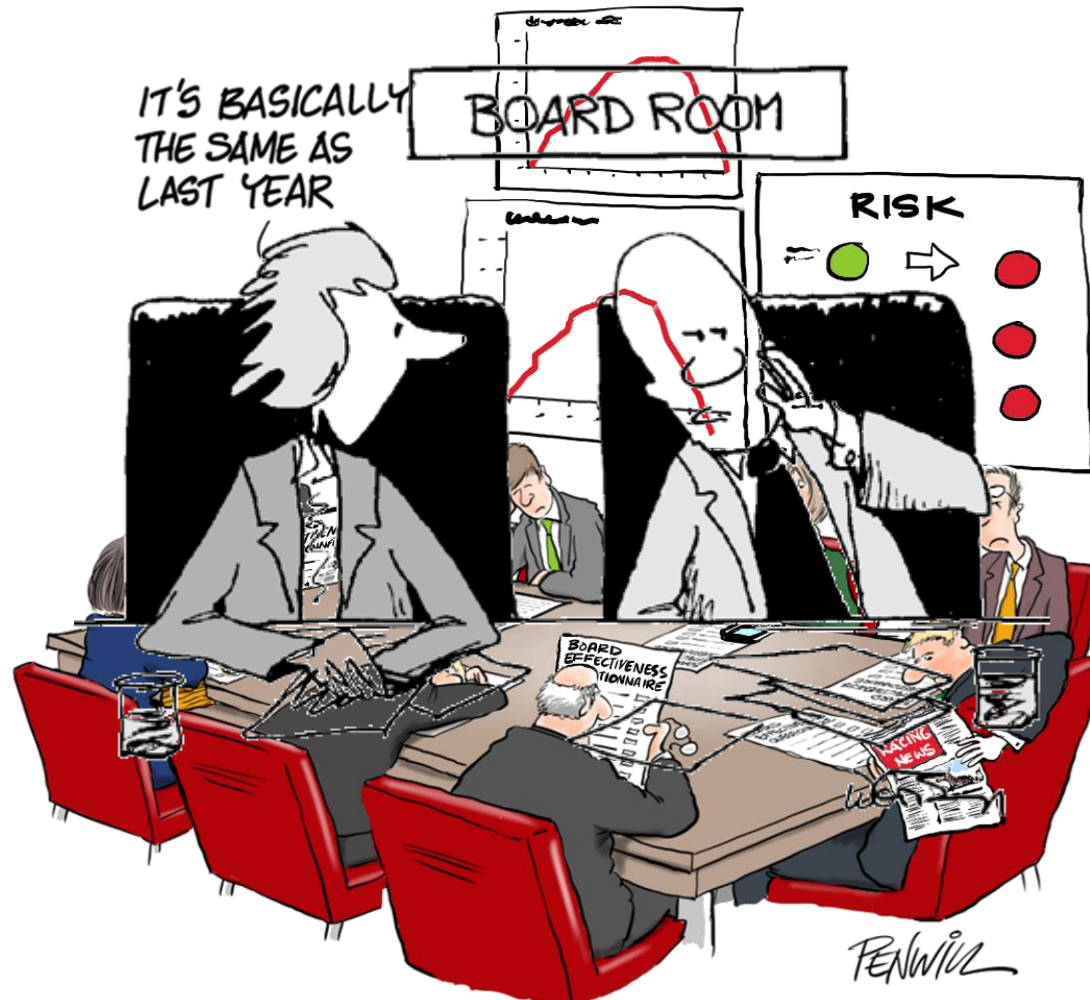
FUNDRAISING – DONOR MANAGEMENT

- Donor data
- Transparency to donors – how little or how much?
- Donor management policies
 - Guide the process from identification to stewardship
 - Solicitation
 - Gift acceptance
 - Gift acknowledgment
 - Donor recognition
 - Corporate partnerships – to do or not to do?





THE BOARD REVIEWS ITS EFFECTIVENESS



"What's the name of this company?"
THE BOARD REVIEWS ITS EFFECTIVENESS



