

# Surviving the Economic Downturn

A Series of Related Programs Specific to Issues Facing Nonprofits in 2009

With the weakening economy and the outcomes its has on communities in the Lake Erie Region, not only is greater demand placed on many nonprofit organizations, nearly all find themselves facing varying degrees of financial challenge. The Nonprofit Partnership offers a special summer series of capacity-building programs specifically designed to provide the area's nonprofit sector with not only a greater understanding of how the current economic environment affects them, but to also equip agencies with the tools they need to survive. Please consider attending each session to gain the full set of skills needed to effectively navigate the challenges ahead.

**RSVP to Amy Eisenberg at (814) 454-8800 or [tnp@thenonprofitpartnership.org](mailto:tnp@thenonprofitpartnership.org)**



## Sustainability: New Realities-New Approaches

**Tuesday, May 12, 2009**

**9:00 am until 11:30 am.**

*Hamot Heart Institute, 120 East 2<sup>nd</sup> St.*

Presenter: Scott Leff, Associate Director  
Bayer Center for Nonprofit Management  
Pittsburgh, PA

Kicking off The Nonprofit Partnership's special summer series will be a powerful and thought provoking presentation. Mr. Leff will offer bold, yet realistic and practical approaches for surviving these difficult financial times. You will leave challenged, inspired, and most of all more confident about your organization's future.

Scott Leff is the Associate Director of the Bayer Center for Nonprofit Management at Robert Morris University. Mr. Leff holds a Masters Degree in business and technology from Carnegie Mellon University and has spent more than 25 years as a senior level business executive, entrepreneur and a consultant to numerous nonprofits. A member of Leadership Pittsburgh XXV, Scott has held adjunct faculty appointments at Carnegie Mellon and Chatham College's MBA program. He is a sought after national speaker on the correlations between the business and nonprofit sectors, having written on the subject as well.

## How Funders Think and How They Give

Tuesday, May 26, 2009

9:00 am until 11:30 am

*Bayfront Center for Maritime Studies, 40 Holland St.*

Presenter: Gary Ravetto, Associate Director  
The Nonprofit Partnership  
Erie, PA

This behind-the-scenes presentation provides an insider's perspective of the unwritten thought process foundations, governments and large donors employ when determining how and to whom they give their money. Mr. Ravetto will provide his firsthand insight, sharing details not found in development books and traditional resources. It will be eye opening and valuable information that will change the way organizations approach fundraising for the better.

Gary Ravetto is the Associate Director of The Nonprofit Partnership. He holds a Masters degree from the University of Illinois, has been a senior policy advisor to a sitting governor, senior staff to two mayors of a major city, grant reviewer for the United States Department of Health and Human Services, CEO and Trustee of a large private foundation, and the executive director of several nonprofits. For the past decade, Gary has operated a national consulting firm specializing in developing and implementing multi-tiered systemic program and sustainability strategies for major philanthropies, state governments and large nonprofits.



## Wanted---Individual Donors: Now More Than Ever

Tuesday, June 9, 2009

9:00 am until 11:30 am

*Asbury Woods Nature Center, 4105 Asbury Rd., Erie*

Presenter: Panel assembled by the NW PA chapter of the Association of Fundraising Professionals

With foundations, corporations and government all facing financial shortfalls, now more than ever nonprofits need individual donors. Keeping those you already have is vital. Obtaining more is necessary. And, ensuring that they continue supporting you is your lifeline. A panel of highly experienced members of the Association of Fundraising Professionals representing varying perspectives will share practical and useful advice on maintaining and growing individual donor bases.



## **Partnerships, Collaborations, and Mergers**

**Tuesday, June 23, 2009**

**9:00 am until 11:30 am**

*Highmark Caring Place, 510 Cranberry Street, Erie*

Presenters: Marsha Tongel, Tongel Consulting Group  
Patricia Murphy, Cornerstones for Development

The business sector has been successfully doing it for decades. For many, their survival depended on it. Yet, for the nonprofit sector the notion of joining with similar organizations to lessen duplicated costs, heighten effectiveness and expand market share seems unnatural. The harsh reality is that just like corporate America, many nonprofits will not be able to survive if they do not partner, collaborate or merge. This session cuts deep into this difficult, yet very important issue.

## **Marketing Maxims That Foster Corporate Sponsorships & Giving**

**Tuesday, July 7, 2009**

**9:00 am until 11:00 am**

*WQLN, 8455 Peach Street, Erie*

Presenters: Thomas J. Pysz, Director of Corporate & Foundation Support  
WQLN Public Media  
Almi Clerkin, Erie Playhouse

Understanding corporate culture and priorities is an essential key to obtaining a company's support whether through direct giving or sponsorship. Hear directly for two successful local nonprofit leaders how they approach corporate sponsorships and giving. Participants will come away with a more intimate understanding of what works, what does not and why.

# How to Effectively Research Grant Opportunities

Tuesday, July 21, 2009

9:00 am until 12:00 noon

*Blasco Library, 150 East Front St., Erie*

Presenters: Anne Marie Schlindwein, Erie Library  
Marilyn McDaniel, McDaniel Leff Consulting, Pittsburgh, PA

Knowing where to look and what to look for are the most important first steps in effectively securing plausible grant opportunities. Because funding sources have tightened greatly these days, it is vital that thorough due diligence is conducted before an organization decides if it will submit a grant request. Divided into two distinct components, the first half of this session will cover the mechanics of grant research, while the second half will show participants how to effectively build a proposal that matches the potential funders' desires and expectations.

## Effective Grant Writing

Tuesday, August 4, 2009

9:00 am until 3:00 pm (Lunch included)

*Manufacturer's Association, 2171 West 38<sup>th</sup> St., Erie*

Presenter: Robert Wooler, Executive Director  
The Nonprofit Partnership  
Erie, PA

Previous sessions provide the necessary foundation an organization needs before they actually begin the grant writing process. Tooled with both the technical and practical skill set, this program focuses on how to compose funding proposals that effectively articulate your needs in a way that is understandable and enticing to potential funders. With dollars being so hard to come by, now even more than any time previously nonprofits must make certain that proposals they submit hit the mark dead on center.



## **Understanding the Federal Economic Stimulus**

**Tuesday, August 18, 2009**

**9:00 am until 11:30 am.**

*Admiral Room, Blasco Library, 150 East Front St., Erie.*

Presenter: Amy Cuzzola-Kern, District Director  
U.S. Representative Kathy Dahlkemper  
Pennsylvania 3<sup>rd</sup> Congressional District

There has been considerable talk about the President's Economic Stimulus Plan. Yet, little has been made clear as to where the nonprofit sector fits in. This session will provide a detailed understanding of not only where opportunities exist within the Plan for the area's nonprofits, but also the steps needed to secure the federal dollars.

## **Grassroots Advocacy in Harrisburg and Washington, D.C.**

**Tuesday, September 1, 2009**

**9:00 am until 11:30 am**

*National City Community Room, 801 State St, Erie*

Presenter: David Ross, J.D.  
Public Policy Director  
Pennsylvania Association of Nonprofit Organizations  
Harrisburg, PA

The last program in this series focuses on learning strategies to engage in more effective advocacy, avoid electioneering, and calculate lobbying on your 990's. Participants will receive specific guidance on Pennsylvania's new lobbying disclosure law & regulations, and hear about key nonprofit issues pending in Washington and Harrisburg.

David A. Ross, J.D. serves as the Public Policy Officer for the Pennsylvania Association of Nonprofit Organizations since 2006. As a registered Pennsylvania lobbyist, Ross tracks legislation and regulations, communicates with public officials, and provides research and analysis on nonprofit issues such as lobbying disclosure and tax exemptions on behalf of Pennsylvania's nonprofits. Ross earned his Juris Doctorate from Widener University School of Law in 1998 and earned his Bachelor of Arts Degree in political science from the University of Pittsburgh in 1990. In 2006 Ross achieved the passage of a PA bill raising the audit threshold for 501(c)(3) nonprofits. In 2008 Ross collaboratively developed and launched the Pennsylvania Charitable Nonprofit Caucus, built the coalition to raise the volunteer mileage rate tax deduction, and influenced the direction of the State's lobbying disclosure regulations.

