I’m IN! Toolkit

Prince George’s County (Maryland)
NONPROFIT AWARENESS WEEK

October 6-12, 2018

UPDATED 09-26-18
“I’M IN” TOOLKIT

Prince George’s County’s Nonprofit Awareness Week 2018 is set for October 6-12. By participating in our county’s seventh Annual Nonprofit Awareness Week, you are standing center stage to illuminate the exceptional contributions of nonprofits in this region. Your participation says, “I’m IN... I’m inspired to serve, I’m involved with community, I’m invested in nonprofits!”

Nonprofit Prince George’s County (NonprofitPGC) has put together this toolkit to help you raise awareness of the essential role your nonprofit organization plays in serving the needs of our communities by fulfilling your mission. The toolkit includes some suggestions on what you can do and a schedule of a few events we are sponsoring. However, each participating organization can choose how to best mark this week-long occasion.

All nonprofits are invited to join in and are encouraged to be creative with expressing awareness of the excellent work you do!

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GENERAL INFORMATION

- **DATE.** Celebrated the entire month of October with emphasis on the week of October 6-12, 2018.

- **PURPOSE.** To educate the public about the valuable (economic and quality of life) contributions nonprofits make every day in communities throughout Prince George’s County (Maryland), to distinguish and acknowledge excellence in service and leadership among the county’s nonprofit organizations; and to celebrate community supporters—board members, volunteers, businesses, etc.—whose investments engender sustainability and growth for the county’s nonprofits.

- **OBJECTIVES.** Mobilize county nonprofits to raise public awareness about the nonprofit sector. Foster collaboration and generate the strides to excellence among county nonprofits. Encourage Prince George’s County citizens, businesses and stakeholders to support nonprofits through volunteerism, philanthropy and overall engagement.

- **PARTICIPANTS.** Nonprofit organizations serving Prince George’s County and their staff, board members, volunteers and other stakeholders.

- **OFFERINGS.** Individual nonprofits choose how to mark the occasion—what best reflects and recognizes the diversity of communities they serve—rather than follow a prescribed set of activities. Nonprofit Prince George’s County will take the lead by initiating several comprehensive Nonprofit Awareness Week efforts, i.e., organizing a joint County Executive/County Council proclamation declaration, getting the word out, and organizing networking, educational and outreach events. NonprofitPGC will also assist individual nonprofits in publicizing their Nonprofit Awareness Week activities (exclusive opportunities available for NonprofitPGC members).

- **THEME.** I’m IN: INSPIRED to serve... INVOLVED with community... INVESTED in nonprofits.

- **HISTORY.** 2018 marks the seventh annual Prince George’s County Nonprofit Awareness Week. The first one, held in October 2012, was conceived and organized by Nonprofit Prince George’s County (then, Human Service Coalition of Prince George’s County). This Nonprofit Awareness Week is the first of its kind in the Washington D.C. metropolitan area and has established NonprofitPGC as the flagship organization promoting nonprofit excellence in the county. NonprofitPGC plays the leadership role in this initiative in collaboration with its members, other nonprofits, businesses and individuals from across the region. NonprofitPGC’s mission is to "Advance Vibrant Communities through Excellent Nonprofits" by empowering its members with advocacy, capacity building, collaboration and networking support.

- **CONTACT.** For more information on Prince George’s County Nonprofit Awareness Week, contact Nonprofit Prince George’s County’s director, Hillary Lindeman, at 240-582-5654 or via email at HillaryLindeman@NonprofitPGC.org or excellence@NonprofitPGC.org. NonprofitPGC’s office is located at 10201 Martin Luther King Highway, Suite 270, Bowie, MD 20720 and can be visited online at www.NonprofitPGC.org.
CALENDAR: Nonprofit PCG is IN

Nonprofit Awareness Week is a County-wide celebration of nonprofits, the great work that they do and the wonderful people who enable them to sustain excellence in service and leadership. During this week (and the entire month of October), Nonprofit Prince George’s County (NonprofitPGC) has the opportunity to help shine a spotlight on the wealth of resources our nonprofits deliver to Prince George’s County and the greater Washington metro area.

In addition to assisting nonprofits in publicizing and coordinating their individual events, NonprofitPGC is taking the lead by initiating several Nonprofit Awareness Week efforts. Our tentative and preliminary calendar of events is listed below. Event details will be updated on our website (www.NonprofitPGC.org).

NONPROFITPGC COORDINATED EVENTS

October 6  Saturday ................ Nonprofit Showcase, a resource fair at The Mall at Prince Georges, Hyattsville

October 10  Wednesday .......... Ideas&Info Luncheon. “A Dialogue with Angela Alsobrooks”, the Democratic nominee for Prince George’s County Executive. Bowie Branch Library (15210 Annapolis Road)

October 16  Tuesday ............... Proclamation Presentation with the County Executive/County Council at the County Administration Building, Upper Marlboro

October 18  Thursday.............. Nonprofit Networking Happy Hour is a wine and cheese BYOB (Bring Your Outstanding Board Member!) presented in partnership with Maryland Nonprofits and NAI/The Michael Companies
IDEAS: Celebrate that you are **IN**

- **INVOLVE YOUR BOARD AND OTHER STAKEHOLDERS.** Let your board of directors, staff, volunteers, supporters know that their voices are needed to help tell stories of your nonprofit’s good work. Encourage each to **write a short letter or statement** highlighting their experiences with your organization. Letters can be addressed to a County, State or local official. Copies of the letters or statements should be forwarded to the local media and added to your website with excerpts included in your social media postings.

  Another idea would be to have your stakeholders **post a short video on social media** (no longer than 30 seconds each; posted on both their and your outlets—Facebook, Twitter, website, e-news) expressing a fun fact about your nonprofit. End each video with the words, **“That’s why I’m IN with (name of your organization).”**

- **CONNECT WITH ELECTED OFFICIALS.** On behalf of its members, NonprofitPGC will be presented with a joint proclamation from the County Executive and the County Council during the month of Nonprofit Awareness Week. We encourage you to **contact your local elected officials’ offices** (Mayor and City Council) in **addition to your state legislators** to make them aware of Prince George’s County’s celebration of the nonprofits serving our community. Find out if they are holding a Proclamation signing and, if not, send them our template (see page 8) and suggest they use it to draft a proclamation or citation. Be sure to attend their presentation as a representative of NonprofitPGC and county nonprofits. Remember to let NonprofitPGC (and the media) know when the event is scheduled and be sure to send us photos of the presentation.

- **CELEBRATE YOUR GOOD WORK.** There are many ways to validate the worthiness of your nonprofit and participate in our county’s Nonprofit Awareness Week. You can develop a new event or pump up a regularly scheduled activity by adding a nonprofit awareness twist.

  Put the **Nonprofit Awareness Week logo** on your website. Invite the public to tour your facilities and meet your staff, board, and volunteers. Recognize dedicated board and volunteers for their efforts. Share photos of your volunteers in action. Contact a local middle or high school to recruit students to help with a special project. Post new info about your organization or the nonprofit community each day—tweet, text, Instagram, Facebook, email. Host a meeting, class, or awards luncheon. Organize a walk/run or a community clean-up day.

- **COLLABORATE WITH ANOTHER NONPROFIT.** Because there is power in numbers, your chance of having a dignitary, a celebrity or the media attend a joint event is greatly increased, which will give more exposure and credibility to your organization. **Call one or two nonprofits in the county and invite them to jointly host an event**, open house, or other community activity.
LOGO: Show that you are IN

You have two logo choices that you can display. Download either of the images (jpeg or png format) at the bottom of this page from NonprofitPGC’s website (www.NonprofitPGC.org) and use it as part of your celebration. Here’s a few suggestions on how to incorporate the Nonprofit Awareness Week logo into your organization campaign:

- PRINT OUT THE LOGO ON A FULL PAGE IN WORD DOC AND...
  - Take a picture of yourself holding it, and post to social media with the hashtag #ImIn, #ImInNonprofitPGC or #NAW18
  - Hang the logo on your office door
  - Ask local businesses and your board members to hang it in their window or door (add your organization’s name to the bottom of the page)

- USE AN ELECTRONIC COPY OF THE LOGO TO...
  - Change your profile picture on social media to the Nonprofit Awareness Week logo for the month of October
  - Post the banner on your website during October

- COME UP WITH YOUR OWN CREATIVE WAY TO DISPLAY THE LOGO & PARTICIPATE
NONPROFIT PGC: Tell us how you are IN

As a nonprofit, this is your time to roar and Nonprofit Prince George’s County wants to help you be heard!

Tell us about the activities you have planned for Nonprofit Awareness Week (and other outreach activities scheduled DURING THE ENTIRE MONTH OF OCTOBER) and we will help you get the word out. We will post as much as possible on our website, in our e-newsletter, Insight, and via other communication vehicles.

We will need you to email the information listed below to our Nonprofit Awareness Week address: excellence@NonprofitPGC.org. Be sure to include:

- **ORGANIZATION’S INFO.** Tell us about your organization—name of the organization, web address, address, phone, name of executive staff, name of current board chair/president and a very short description of primary services. (If you are a current NonprofitPGC member, we only need the name of your organization.)

- **ACTIVITY PLANS.** Tell us what you are planning to do during Nonprofit Awareness Week. (You know: what, when, where, why and whom to contact.) There are celebration suggestions on page 5 and listed here are a few examples of what organizations did in previous years: organized a community day and mini-walk to raise funds for homeless services; presented a homebuyer education workshop; launched their fall volunteer training classes; and hosted their anniversary dinner and auction.

- **PHOTOGRAPHS.** Send a picture of your organization in action for us to use with your announcement. Once the event has concluded, please send us 2-3 photos from the actual Nonprofit Awareness Week event. (With all photos, please be sure to write a few lines describing the event and listing the people featured in the picture.)
RESOURCES

NonprofitPGC has compiled a few resources that could be helpful to the planning and marketing of your Nonprofit Awareness Week activities. This list can be accessed via NonprofitPGC website under Resources/ Nonprofit Awareness Week (http://www.nonprofitpgc.org/resources)

PDF DOCS

- Proclamation Sample Text
- Tips for Pitching News Stories

ONLINE LINKS

- Maryland Elected Officials. Maryland Manuel On-line, Prince George’s section.  
- Maryland Newspapers Online.  
  http://www.onlinenewspapers.com/usstate/usmaryla.htm
- Washington-area TV Stations.  
FACT SHEET: County Nonprofits

- Prince George’s County has the 2nd largest number of nonprofits in the State of Maryland. Montgomery County has the largest number.
- 15,921 individuals are employed by nonprofits; 5% of the total County’s workforce
- Nonprofit employment in the County increased by 5.5% over a five-year period.
- Wages paid to nonprofit workers totaled $195.3 million during 2014.
- There are a total of 4,427 nonprofits in Prince George’s County—85% or 3,800 are classified as 501(c)3. Below is a breakdown of the 501(c) nonprofits by annual income.

<table>
<thead>
<tr>
<th>Annual Income</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $25,000</td>
<td>3,109</td>
<td>81.8%</td>
</tr>
<tr>
<td>$25,001 - $100,000</td>
<td>239</td>
<td>6.2%</td>
</tr>
<tr>
<td>$100,001 - $250,000</td>
<td>165</td>
<td>4.3%</td>
</tr>
<tr>
<td>$250,001 - $500,000</td>
<td>84</td>
<td>2.2%</td>
</tr>
<tr>
<td>$500,001 - $1 M</td>
<td>55</td>
<td>1.4%</td>
</tr>
<tr>
<td>$1,000,000 - $5M</td>
<td>92</td>
<td>2.4%</td>
</tr>
<tr>
<td>Over $5M</td>
<td>56</td>
<td>1.4%</td>
</tr>
</tbody>
</table>
JOIN NONPROFITPGC

Membership in Nonprofit Prince George’s County empowers our county’s nonprofits into action by developing leaders, providing tools for organizational sustainability and embodying accord—the strength of many as one—among a diverse community.

Join today by using the form below or conveniently complete and submit your application online from NonprofitPGC’s website (http://www.nonprofitpgc.org/membership-application).

### MEMBERSHIP EMPOWERS NONPROFITS
Collectively, we strive to strengthen nonprofits by advocating for resources, building capacity of organizations and providing opportunities for networking and collaboration.

- Free and discounted training, including 8 IDEAS@INFO luncheons per year
- Free technical assistance and coaching on the Standards for Excellence® application
- Free access to grantmaker and funding resources: TechSoup’s GrantStation and The Foundation Center’s online directory
- Technical assistance and resource services (i.e. grant reviews, research…)
- Network building activities, collaboration & partnership opportunities and affinity group facilitation
- Strategic public policy initiatives and representation
- Valuable information and timely notifications via e-newsletter, email and social media
- Online member directory
- Discounted membership with Maryland Nonprofits and Center for Nonprofit Advancement
- Marketing exposure and recognition via annual Nonprofit Awareness Week promotions and activities

### BENEFITS INCLUDE
- **240.582.5654**
- excellence@nonprofitpgc.org
- www.nonprofitpgc.org

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<table>
<thead>
<tr>
<th><strong>1 MEMBERSHIP TYPE (check one)</strong></th>
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<tbody>
<tr>
<td>NONPROFIT MEMBER ................ [ ] Nonprofit</td>
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<tr>
<td>ASSOCIATE MEMBER ............. [ ] Business</td>
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<tr>
<th><strong>2 ANNUAL DUES</strong></th>
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<tbody>
<tr>
<td>NONPROFIT MEMBERS (Dues based on your organization’s annual operating revenue. Government agencies and organizations providing services to multiple counties, use operating budget for Prince George’s County services.)</td>
</tr>
<tr>
<td>[ ] $25,000 - 100,000 ........ $50</td>
</tr>
<tr>
<td>[ ] $100,001 - 500,000 .......... $100</td>
</tr>
<tr>
<td>[ ] $500,001 - 1,000,000 ....... $150</td>
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</tbody>
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| ASSOCIATE MEMBERS (Business Associate Members, which include businesses, service providers and individual or small group consulting firms, will be listed with contact information in the NONPROFIT PGC member directory.) |
| [ ] Business .................. $150 |
| [ ] Individual ................. $50 |

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<tr>
<th><strong>3 CONTACT INFORMATION</strong></th>
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<tbody>
<tr>
<td>ORGANIZATION BUSINESS</td>
</tr>
<tr>
<td>NAME &amp; TITLE (Chief Officer or Individual Member)</td>
</tr>
<tr>
<td>STREET ADDRESS</td>
</tr>
<tr>
<td>CITY</td>
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<tr>
<td>PHONE 1</td>
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<tr>
<td>EMAIL</td>
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<th><strong>4 YOUR COLLEAGUES</strong></th>
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<tr>
<td>Nonprofit Members and Business Associate Members may add up to four additional people to receive valuable NONPROFIT PGC communications and briefings.</td>
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<th>NAME</th>
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Application can also be completed online and paid via PayPal account or credit card. Please make check payable to PPGC and mail with completed application to: 10201 Martin Luther King Jr. Highway | Suite 270 | Bowie, MD 20720