



**INSIGHTS NEWSLETTER | A QUARTERLY RESOURCE FROM THE ROME GROUP**

---



#### **CONSULTANT MESSAGE:**

## **Nonprofit Spring Cleaning**

**Mary Pat O'Gorman, MS**

*Consultant | Grant writing, Fundraising*

Warm weather, spring sunshine and the return of songbirds gives us all a little extra energy to take on tasks that we may have put off though the winter, i.e., Spring Cleaning!

As nonprofit professionals, we could approach spring cleaning from any number of angles and this month we would like to talk about a few things you can do to clean up your grant writing process, to save time and make your grant proposals more accurate, compelling and attractive. When a grant opportunity arises, do you find yourself spending hours looking for essential documents, up-to-date data and supplemental material?

Whether you write your own grant applications or use a contract grant writer, the easiest place to start is your storage system, setting up an organized filing system with all the items you need for grant applications. As a grant writer, when I think about what would make my job more efficient, my wish list would include a folder with the following:

1. Current strategic plan
2. Most Recent Annual Report
3. Two years of financial audits or 990s
4. IRS 501(c)(3) Determination Letter
5. Current organization budget
6. Current List of Board of Directors, with affiliations
7. Recent press/media coverage
8. Articles and current research that helps articulate the challenge addressed by your organization

9. Recent Letters of Support or testimonials
10. Recent photos of your program in action

I work with an organization that keeps a spreadsheet with vital data points that can be used in grant proposals, such as the number and demographic breakdown of staff, board members and program participants; recent accomplishments for the organization overall and a breakdown for each program. They update the spreadsheet at least annually, and continuously where needed. This is an incredible time-saver as I start a new application. The above are just suggestions, but this folder could contain something different for each organization. Take some time this spring to think about what is most essential to communicate about your organization and where you could find it. If you don't have formal letters of support or testimonials, maybe you have comments from one of your social media pages that could make your program come to life for a reader.

It is about organization and communication. You likely have everything you need to write a fantastic grant application to generate support for your organization. Over the next few weeks, take some time to find the items listed above, save them to one folder and keep them updated throughout the year. There are a lot of demands on your time in the nonprofit world and the ability to respond to opportunities quickly, with high quality data and compelling images, may be the difference that gets you the grant.

## Featured News



### Americans Know Very Little About Charities, New Poll Finds

The first comprehensive poll to measure public attitudes on foundations and nonprofits offers signs that charitable organizations are more trusted than other institutions, such as businesses, governments, and the news media. But it shows many warning signs for nonprofits, given how little Americans know about charities and the pessimism they have about the ability of charities to make a positive difference in the world.

[READ MORE](#)

---



## **Giving by Generation: Examining the Shifts in Giving Among Donor Generations**

Back in 2016, Dunham+Company set out to understand the differences between the various generations of donors, with a specific desire to understand the emerging generation of Millennial donors. This past year, with that generation maturing and a new generation (Gen Z) emerging, Giving USA thought it time to update this study. Read Giving USA's Special Report to learn about shifts in giving among different generations.

[READ MORE](#)

---



## **Giving to Nonprofits Fell Nearly 2 Percent in the Last Quarter of 2022, Says New Report**

Fundraising reached a grim milestone in the last three months of 2022, with both the number of donors and total revenue falling below the previous year's levels. The finding comes from the latest report from the Fundraising Effectiveness Project, a research collaborative that examines trends in giving. Read more to learn about the drop in giving at the end of last year and recommendations for action.

[READ MORE](#)

---

### **Upcoming Events**

**SAVE THE DATE - AFP STL 2023 Gateway  
Conference on Philanthropy**

Save the date for the Association of Fundraising Professionals (AFP), St. Louis Regional Chapter Gateway Conference on Philanthropy on **August 3, 2023** at Lindenwood University.

---

## SAVE THE DATE - 2023 Philanthropic Landscape

Don't miss this year's Philanthropic Landscape, hosted by The Rome Group, which will take place on **August 31, 2023** from 7:30-10:00am at The Center of Creative Arts (COCA).

### The People Section

If you're finding it challenging to keep up with the ever-changing roles in nonprofits, see who's where in the STL community with our brief updated list of nonprofit new hires.

Nonprofits have always inspired transformation in the communities they serve. In a space often underfunded and understaffed, nonprofits continued to thrive despite the obstacles and uncertainty since the pandemic's start.

#### **Congratulations and best wishes to these nonprofit professionals in their new assignments.**

- **Christina 'V' Verbarg**, Interim Stewardship & Database Management Specialist, Rung for Women
- **Meghan Steineker, MPA**, Volunteer + Community Engagement Coordinator, Rung for Women
- **Stacey Krieg**, Chief Development Officer, Seed St. Louis
- **Dr. Yusef Scoggin**, CEO, Covenant House Missouri
- **Jason Seward**, Director of Grants and Contracts, Gateway to Hope
- **Tiffany Lacy Clark**, CEO, Behavioral Health Response
- **Vanessa Wear**, Development Assistant, Great Rivers Greenway
- **Amanda Laumeyer**, Interim ED, Saint Patrick Center
- **Carrie Warren**, Director of Mission Advancement, IFM Community Medicine
- **Colleen Daum**, Director of Development, Legal Services of Eastern Missouri
- **Sara Saul**, Director of Strategic Partnerships, The Muny
- **Rebecca Tallman**, Executive Director, Veterans Community Project of St. Louis
- **Emily Lohse-Busch**, Executive Director, 39 North Agtech Innovation District
- **Christine Blonn**, Development Manager - Marketing and Individual Giving, Food Outreach
- **Lyndsey Hodges Reichardt, MPA, CFRE**, Chief Advancement Officer, The Oasis Institute
- **Shannon Porter**, Grants Coordinator, Mission: St. Louis

Do you have news about a job opening, new hire, promotion, or other happenings? If so, **send us your news** and we'll consider including it in our next issue of Insights.

---

## Nonprofit Job Openings

See the latest opportunities to serve your community.

OPEN JOBS

---

## Sign up for the Insights Newsletter

+ Connect with The Rome Group

SIGN UP

---



[TheRomeGroup.com](http://TheRomeGroup.com)



The Rome Group, P.O. Box 160124, St. Louis, MO 63116-9997

**Unsubscribe**