An Important Diversity, Equity and Inclusion Step for NAO

A message from NAO Board President Nancy Ramirez Arriaga

On behalf of NAO’s Board and Staff, I am excited and proud to share NAO’s Equity Statement.

Our statement is a milestone of challenging and rewarding work that both NAO Staff and Board have undertaken over the last year and a half. The commitment reflected in the statement is born out of difficult conversations, sitting in discomfort, learning, course-correcting, and most importantly, a collective agreement to continue moving forward for a just and equitable Oregon.

As many of you know, NAO has been fortunate to have great staff over the years leading equity and inclusion work in the field. The recognition of our responsibility to stay relevant and to model that work from the inside out lead us to a phase of deep internal diversity, equity and inclusion work, which began in December 2016. We have been and will continue to be on a journey – a journey of reflection, action and continuous improvement.

We know we will make mistakes – we will listen – we will learn – we will make adjustments. We are committed to embracing these challenges with humility and accountability. As we further our work and refine an equity lens, it will guide our decision-making and policies to sustain the work we do on behalf of the nonprofit sector across the state. We look forward to traveling together on this path, hearing from our members and engaging in ongoing dialogue and action.

In the five years I’ve been on NAO’s Board, I can say that guiding this momentous milestone and collaborating with NAO Board Members and Staff has been truly an honor and an unforgettable, deeply personal and satisfying experience.

In closing, to our membership and to the rest of our diverse sector and supporters, I want to restate:

We see you.
We are listening.
We exist to support you.
We are not done and we are accountable to you.

With deepest appreciation and gratitude,

Nancy Ramirez Arriaga
NAO Board President

Read NAO’s Equity Statement >>
NAO’S EQUITY STATEMENT

As the state membership organization, the Nonprofit Association of Oregon (NAO) is committed to building a more just and equitable Oregon. We recognize the history of oppression that has resulted in ongoing disparities for some communities, as well as the limitations of a nonprofit framework to address them. Yet, we have a powerful network of organizations and change agents with an opportunity before us to create positive systemic change. We believe that nonprofits that prioritize engaging diverse perspectives and evolve to be inclusive, behave equitably and have profound impacts on society.

For the above reasons, NAO is committed to transforming each aspect of our organization by confronting our own biases and operationalizing our values. We know that intention alone will not change things. To this work, we bring the successes and mistakes of our own continuing efforts in the direction towards equity on behalf of our members and all nonprofits. The mission and vision we hold for enriching the lives of all Oregonians, move us to directly challenge ourselves and to deconstruct frameworks of oppression while building opportunities for learning, change and accountability. We know:

This work is urgent, and we will always be learning.

We will make mistakes and own our responsibility for corrective action.

Our efforts will be tireless, and we will not stop.

NAO is committed to our own equity journey, the diversity of our membership and the broader nonprofit community as change agents that contribute to an inclusive and equitable Oregon that champions our rich diversity.

Approved by the Board of Directors on July 20, 2018
NONPROFIT EXCELLENCE RESOURCES ONLINE NOW!

NAO serves the needs of the nonprofit sector in many ways, including being a resource to nonprofits seeking information and tools to support their work. While doing great mission-driven work, nonprofits must also be equipped to operate their organizations effectively and efficiently. To help Oregon’s nonprofits thrive, NAO recently launched its Principles and Practices for Nonprofit Excellence online resources. These curated resources from vetted subject-matter experts and key resource sites such as the Internal Revenue Service IRS and Oregon’s Department of Justice, as well as created resources from NAO, serve as an information hub for nonprofits seeking quick references, templates, checklists, videos, blogs, online courses, webinar recordings, etc.

Resources are organized under nine areas:

1. Communications & Public Affairs
2. Financial Oversight
3. Governance
4. Human Resources & Operations
5. Leadership & Culture
6. Legal, Compliance & Transparency
7. Program Management & Effectiveness
8. Purpose & Strategy
9. Resource Development

NAO believes that diversity, equity and inclusion are critical to a thriving, effective and successful nonprofit; therefore, DEI resources are included across all Principles and Practices areas for Nonprofit Excellence.

These resources are representative of the types of information nonprofits seek, and are not meant to be exhaustive. NAO will continue to build out and curate relevant information. If you know of relevant resources you think we should consider, we would love to hear from you. Feel free to e-mail NAO at membership@nonprofitoregon.org.

Check back often for new resources to help you connect, improve and advance, which in turn, helps Oregon’s nonprofits grow and thrive!

If you are a consultant or service provider who works with nonprofits and would like to be part of NAO’s Referral Service, click here.

NAO’S REFERRAL SERVICE

An Expanding Resource for Nonprofits and Service Providers to Connect – Improve – Advance

Oregon’s nonprofits are busy doing great work in our communities. We know it’s not every day that nonprofits seek to hire the right consultant or service provider for an initiative or a project.

NAO’s Referral Service is a one-stop resource for Oregon’s nonprofits. We know that a nonprofit’s effectiveness and excellence depends on skills and knowledge applied with a diversity, equity and inclusion lens in the specific areas of NAO’s Principle & Practices for Nonprofit Excellence.

When nonprofits seek consulting services to meet challenges, support their growth, build effectiveness, and achieve excellence – whether it is a consultant to facilitate a board retreat on diversity, equity and inclusion, an interim executive placement, executive search, or any number of organizational development or operational projects – NAO is here to match them to vetted and proven expert consultants and service providers.

NAO takes the heavy lift off nonprofits’ plates. Nonprofits can confidently entrust NAO – Oregon’s nonprofit sector voice, leader and advocate – to connect you to the right, high-quality service provider. Building on our decades of expertise helping nonprofits with their capacity-building needs, NAO knows the talents of a diverse pool of experts from which to identify the right consultant or service provider for your nonprofit. NAO can readily assess and refer your nonprofit to just the right service providers to help you achieve excellence.

Learn More >>

If you are a consultant or service provider who works with nonprofits and would like to be part of NAO’s Referral Service, click here.
What does your organization do? Who does it serve?
WSCAT’s mission is to promote community development in Warm Springs by empowering individuals and groups of people to realize their potential, become self-reliant, and affect positive change for themselves, their families, and their community. We do this through an Individual Development Account program, financial education classes, "Indianpreneurship" small business classes, Homeownership classes, "Building Native Communities: Financial Skills for Families" classes, free tax assistance, and financial and small business counseling. We serve primarily tribal members living and/or working on the Warm Springs Indian Reservation.

What has been your organization’s biggest accomplishment lately?
WSCAT’s largest program is the Individual Development Account program, in which we have had 40 people enroll and 34 people graduate in the past year; these people completed financial education and asset specific education to purchase homes, buy vehicles, start businesses, renovate homes, and attend school. This year, we have expanded that program to serve youth who want to attend college and vocational school, including training 54 high schoolers in "Financial Skills for Families: Building Native Communities" curriculum. WSCAT has also helped artists start a nonprofit (http://indiangiver.firstnations.org/n180708-09-2/), helped over 400 people file taxes, provided financial and small business counseling to over 50 individuals, and taught homeownership and business classes to 53 people.

How has being an NAO member helped you succeed in furthering your organization’s mission?
NAO membership has allowed Tananawit, our artisans' group, to receive assistance in becoming its own 501(c)(3) organization and developing a two-year work plan for the artists. It has also provided us an opportunity to network and grow as an organization.

Anything else you’d like to share?
WSCAT is working to convert a 5,000-square foot, early 1900s structure known as the Old Commissary into a small business incubator with retail and office space to serve the Warm Springs Reservation community and travelers on Highway 26. The Old Commissary will provide Warm Springers a place to grow business ideas, share native art, food, and hospitality, and bring the reservation into its own as a regional economic resource.

Special thanks to Leah Guliasi
IDA Program Administrator,
Warm Springs Community Action Team
What does your organization do? Who does it serve?
Metropolitan Family Service’s mission is to help people move beyond the limitations of poverty, inequity and social isolation. MFS provides a range of social services through 24 programs delivered in schools, community centers, and individual homes in the greater Portland metro area. We serve people of all ages and backgrounds, from early childhood through later life through three community initiatives: youth success, economic well-being, and health & wellness. MFS helps 12,000 people a year. MFS strengthens the connectivity between cultures and ages to harness authentic and diverse life experiences to meet our mission.

What has been your organization’s biggest accomplishment lately?
- Our expanded work in intergenerational programming. We developed a partnership with the Immigrant and Refugee Community Organization to engage elders from these communities with children who are mentored through our AARP Experience Corps program that serves elementary school students.
- Expansion of our unique early childhood program that engages families and communities in new ways called, MFS Ready, Set, Go! (RSG), which focuses on family engagement, parent education, equitable access and being culturally responsive.
- Social Purpose Works – an initiative launched in April that connects nonprofit capacity projects with highly qualified and passionate volunteer professionals. For more information, check out this video: [youtu.be/yXDpSVuKhNE](https://youtu.be/yXDpSVuKhNE)

How has being an NAO member helped you succeed in furthering your organization’s mission?
NAO helped us with our CEO search six years ago and serves as a resource to us. It is most helpful to have a range of experts to draw from in support of the work we do, and we are grateful for our membership with NAO.

Anything else you’d like to share?
Expanding on our Social Purpose Works initiative, MFS has invested in a social enterprise model to harness the concepts used in business through earned income to deliver a service that can sustain itself while providing value to the community. SPW creates an innovative, flexible, and inspiring way for people to volunteer their talents honed from years in a career. It gives nonprofits a low-cost way to access extraordinary talent to tackle some of their toughest infrastructure problems. SPW delivers this ability through a unique combination of digital technology and personalized engagement.

*Special thanks to Darrin Swaim*
Director of Communications, Metropolitan Family Service
Master the Art of Fundraising

This month we are highlighting DonorSearch, a prospect research and resource development firm that offers NAO members cost-savings on their products and services.

DonorSearch was founded in 2007 with one goal: to provide more accurate, more comprehensive, more actionable data to help nonprofits of all types achieve better fundraising and outreach results. Using information from 25 databases, DonorSearch utilizes proprietary algorithms to help clients find the best philanthropic prospects. DonorSearch’s data can be easily integrated with most common donor management software, putting critical donor information at a client’s fingertips.

In order to participate in this cost-saving benefit, you must be an NAO member and must be a new client of DonorSearch. E-mail membership@nonprofitoregon.org to get started!

NAO recognizes the importance of creating opportunities for our members to access resources at a reduced cost so you can make smart business decisions this strategic partnership with DonorSearch will support the work you all do to achieve your missions!

If you’re a NAO Business Verified Member and would like to potentially explore a deeper partnership with NAO to promote cost-saving benefits to the nonprofit sector, contact membership@nonprofitoregon.org.

Free DonorSearch Online Learnings:

**SEPTEMBER 5 - WEBINAR**  
DonorSearch: New Features

**SEPTEMBER 6 - FLASH CLASS**  
Culture Matters: How to Create a Fulfilling Workplace and Empower Employees in your Fundraising Efforts

**SEPTEMBER 11 - FLASH CLASS**  
How You Can Optimize Your Recurring Giving Program

See more events

DonorSearch White Papers:

DonorSearch White Papers provide insight and solutions to help you achieve your fundraising goals. Current library includes:

- Grateful Patient Program Best Practices
- Annual Giving: Prospects and Approaches
- Planned Giving: Identifying Prospects
- Prospect Research: Importance and Impact
- Major Giving: Prospects and Approaches
- 14-Step Guide For Getting Started With A Capital Campaign

Download white papers
SAVE 55% ON NAO'S PROFESSIONAL DEVELOPMENT NETWORKS

Season passes are back for a limited time! Pre-purchase your seats now!

NAO is excited to pre-launch our 2018-2019 professional development networks for Central Oregon, Southern Oregon and Portland Metro regions! Over the summer NAO’s staff reviewed feedback on last season’s offerings, solicited input, and listened to suggestions and topic ideas for the 2018-2019 season. To view a list of topics and dates, choose a network below:

- Nonprofit Network of Central Oregon (Bend)
- Rogue Valley Nonprofit Network (Medford)
- Equity & Inclusion Leaders Network (Portland)
- Nonprofit Fiscal Managers Association (Portland)
- Nonprofit Leaders Network (Portland)

For a limited time, NAO members have the opportunity to purchase a network specific Season Pass and save up to 55%! For your convenience, Season Pass holders will not have to register for each session — we’ll do that for you! (Don't worry, we'll remind you before each upcoming session.)

Not a member? Join today!

UPCOMING NAO PROFESSIONAL DEVELOPMENT & LEARNING

NAO offers a variety of affordable and practical educational programs that provide important and timely information to help you more effectively manage your organization. We are actively working to provide more professional development opportunities across the state.

As an NAO member, you may receive up to 50% off!

SEPTEMBER 5 - JOHN DAY
‘Nuts & Bolts’ to Build Your Nonprofit Organization’s Strategic Plan

SEPTEMBER 6 - JOHN DAY
Grant County Nonprofit Resource Roundup

SEPTEMBER 6 - ONLINE LEARNING (FREE)
Exclusive Ways for Nonprofits to Fund Health and Unemployment Insurance

SEPTEMBER 7 - ONLINE LEARNING (3 DAY SERIES)
The Basics of Nonprofit Succession Planning

SEPTEMBER 11 - ONLINE LEARNING (FREE)
Fundraising planning

SEPTEMBER 13 - ONLINE LEARNING (5 DAY SERIES)
Tactical Technology Planning for Nonprofits

SEPTEMBER 20 - ONLINE LEARNING (FREE)
The Quick-Start Guide to the One-Page Grant Proposal

SEPTEMBER 21 - PORTLAND
Structuring Employee Benefits in a Multi-Generational Workplace

SEPTEMBER 24 - ONLINE LEARNING (3 DAY SERIES)
2018 Nonprofit Leadership Summit

SEPTEMBER 26 - PORTLAND
Board Governance and the Effective Board-ED Relationship

SEPTEMBER 21 - BEND
Investment Strategies for Nonprofits

SEPTEMBER 27 - MEDFORD
Leading an Ethical, Transparent & Legally Compliant Organization

100 BEST NONPROFITS TO WORK FOR IN OREGON AWARDS DINNER

Congratulations to the nonprofits that made the 2018 100 Best Nonprofits to Work for in Oregon list!

In its 10th year NAO is proud to be a partner of Oregon Business' 100 Best Nonprofits to Work for in Oregon. Join us for a celebratory evening as we honor our nonprofits in Oregon.

Date: Thursday, October 4, 2018
Time: 5:00 p.m. - 8:15 p.m.
Location: The Sentinel Hotel (Governor Ballroom)
Register here
LORD & SCHRYVER CONSERVANCY WELCOMES EXECUTIVE DIRECTOR

Pam Wasson has been named the first Executive Director of the Lord & Schryver Conservancy. Wasson will be responsible for communicating and advancing the Conservancy’s mission to preserve, interpret and steward the legacy of pioneering landscape architects Elizabeth Lord and Edith Schryver for public enrichment.

Lord & Schryver Conservancy’s executive search success is due in part to the professional advice provided by Mary Miller with whom the organization sub-contracted with NAO.

Read more about Pam Wasson

CASCA DE EMPLOYERS ASSOCIATION’S 2018 NONPROFIT PAY AND BENEFITS REPORT

We know how important it is for nonprofits to have compensation and benefit information at our fingertips. **We are excited to announce the Cascade Employers Association’s 2018 Nonprofit Pay and Benefits Report is available to purchase!**

Cascade’s Nonprofit Pay and Benefits survey is comprised of over 250 job descriptions and 100 benefit related questions. This survey provides in-depth market pay and benefit data stemming from nonprofit organizations throughout Oregon and Southwest Washington.

The data in this survey aims to help organizations benchmark competitive and fair salaries and benefits to their employees.

If you are an NAO member, you receive a 10% discount at checkout. Log into the members-only area on our website for discount code.

**CASCA DE EMPLOYERS ASSOCIATION**

Cascade Employers Association

**RESOURCE ARTICLE**

**Start Upgrading & Retaining More Donors Through Monthly Giving**

**By: Claire Axelrad, Principal at Clairification Writer for, Bloomerang**

There are two annual fundraising strategies I recommend you add (or rev up). Seriously, if you prioritize even one of these strategies you will see significant growth in giving. They’re the best ways I know to move the needle in improving your mid-level giving program, and they also serve as a pipeline to acquire new donors, upgrade current donors, and influence major and legacy giving.

They’ve been around a while, but these programs were a bit of a pain to implement prior to the digital revolution. So, many nonprofits took a pass. But that was then. Today there are so many easy-to-use, inexpensive online tools that there’s no excuse for not prioritizing these annual giving strategies. I’m talking about:

1. Monthly giving (to retain and upgrade), and
2. Peer-to-peer fundraising (to acquire and upgrade).

Today I want to talk about monthly giving. Let’s get started! **That’s right. Monthly giving.** You know what it is. It’s where you get donors to commit to giving you equal, recurring smaller gifts throughout the year, rather than a single larger gift. These programs may also be called “sustainer” or “recurring giving” programs.

The value to your nonprofit of sustainer giving is exponentially valuable. Not only do recurring donors give more over the course of a year, they also stick with you longer. According to the Fundraising Effectiveness Project, **90% of monthly givers renew.** This compares with just 32% of first-time single gift donors and 60% of ongoing single gift donors [see Bloomerang Infographic].

The combination of larger gifts and longer retention also means your cost per dollar raised is significantly lower than with single gift transactions. What’s not to love?

**Read the full article.**
The Nonprofit Association of Oregon is the statewide nonprofit membership organization representing and supporting charitable nonprofits of all sizes, geographic locations and missions across Oregon. NAO’s mission is to serve public benefit nonprofits by strengthening the collective voice, leadership, and capacity of nonprofits to enrich the lives of all Oregonians. NAO’s vision is that Oregon’s nonprofits are visible and valued as essential contributors to society. We are deeply invested in our core values: Collaboration, Equity and Inclusion, Excellence, Impact, Learning, Service and Stewardship.

For more information, visit: www.nonprofitoregon.org

Nonprofit Association of Oregon
5100 SW Macadam Avenue
Suite 360
Portland, OR 97239

**NONPROFIT FORMATION AND OPERATIONS SEMINAR**

Date: Friday, September 28, 2018
Time: 8:30 a.m. - 4:30 p.m.
Location: Oregon State Bar Center

**FREE MEDIA ACCESS WORKSHOP**

The Asian American Journalists Association (AAJA) presents Media Access, a FREE half-day workshop for nonprofit and community organizations to learn about the most effective ways to build partnerships with local media organizations and get coverage. The sessions cover media literacy, media access and op-ed writing featuring a moderator and a panel of local journalists.

Date: Friday, September 7, 2018
Time: 9:00 a.m. - Noon
Location: University of Oregon in Portland (White Stag Block)

**YOUR NEWS HERE**

We encourage NAO members to send news, success stories, events, or announcements for inclusion in our quarterly newsletter. All submissions (or questions) should be sent to news@nonprofitoregon.org. Because of limited space, NAO’s communication team will review submission and determine inclusion in the next newsletter.

**SAVING THE DATE FOR NAO'S MEMBERS-ONLY WEBINAR**

Date: Tuesday, September 18, 2018
Time: Noon - 1:00 p.m.
More details coming soon!

**Connect with NAO:**
[Facebook](https://www.facebook.com/nonprofitoregon), [Twitter](https://twitter.com/nonprofitoregon), [Instagram](https://www.instagram.com/nonprofitoregon), [LinkedIn](https://www.linkedin.com/company/nonprofit-oregon)

**See our newest list of members!**
(July 1 – August 30)

Current Nonprofit Members
Current Affiliate Members