Doing Well for Those Doing Good: Supporting Research into Nonprofits at Academic Libraries
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Presentation Outline

- Introductions
- Learning Outcomes
- Supporting the Michigan Community
- Outreach Opportunities
- Finding Funding
- Finding Statistics
- Finding Best Practices
- Creating Nonprofits
- Finding Careers

Introductions

University of Michigan Librarians
- Karen E. Downing, Ph.D., M.I.L.S.
  - Head, Social Sciences, Education Liaison and Foundations & Grants Librarian
- Corey Seeman
  - Director, Kresge Business Administration Library
- Sue Wortman
  - Social Work Librarian
Learning Outcomes

» Identify the type of research conducted in the nonprofit space and how librarians can support this work.
» Identify the variety and names of information resources that are used in this research.
» Identify the outreach opportunities that exist for academic libraries.
» Showcase support tools created at the University of Michigan Libraries (Hatcher and Kresge) to support this research.

Supporting the Michigan Community

» Faculty and Students (grad and undergrad) are all working in this space
» People are working from the following schools:
  ◦ Business School
  ◦ Public Policy
  ◦ Social Work
  ◦ Organizational Studies
  ◦ Kinesiology
  ◦ Public Health

Supporting the Michigan Community

» What are some of the issues that are studied?
  ◦ Non-profit management
  ◦ Fundraising & financial management
  ◦ Volunteer management
  ◦ Salary & Benefit Studies
  ◦ Social Enterprises
  ◦ Human Resources and Continuity
  ◦ Cause-based Marketing
  ◦ Board Relationships
  ◦ Mission Drift
Supporting the Michigan Community

- What are some of the questions that come to the library?
  - What are the best practices among Workforce Development Programs?
  - What are the best ways to market and promote non-profit arts organizations?
  - What are efficient ways to communicate among health care workers in the developing world?
  - What are the best ways to work with a corporate partner for cause-related marketing?

- What are some of the questions that come to the library?
  - How can nonprofits better manage board member relationships with their staff?
  - How to effectively value a social enterprise operation for investment?
  - How to raise money and make sure it is spent on the organization’s programs.
  - How can a nonprofit work with companies to ensure better decisions in regards to the environment.
  - The listing of nonprofits working on community health issues.

- Kresge Library: [http://kreseguides.bus.umich.edu/nonprofits](http://kreseguides.bus.umich.edu/nonprofits)
- MLibrary – Nonprofits: [http://guides.lib.umich.edu/nonprofits](http://guides.lib.umich.edu/nonprofits)
- MLibrary – Grants and Fundraising: [http://guides.lib.umich.edu/grants](http://guides.lib.umich.edu/grants)
Supporting the Michigan Community

- Support for these researchers requires use of materials across the library collection.
  - Scholarly publications & Article resources
  - Directory resources (Guidestar and OneSource)
  - Access to IRS Filings (Guidestar, Foundation Center, Website)
  - Great deal of freely available resources (Urban League, etc.)
  - Strong use of monographic (print and ebook) works
  - Annual assessments of nonprofits
  - Global issue of NGOs

Outreach Opportunities

- Great opportunity for outreach to the academic community
- Faculty assistance for funding opportunities
- Assistance for the University as a whole (non-profit or governmental organizations)
- Ross School of Business Programs:
  - Community Consulting Club (MBAs)
  - Domestic Corps (Summer Internships)
  - Board Fellows (MBAs)

Outreach Opportunities (Michigan)

- School of Information (Michigan)
  - A2 Data Dive (http://a2datadive.org/)
    - A2 DataDive is a 30-hour hackathon-style service event to help fill that gap for community organizations.
- Community Organizations:
  - Given that many resources are freely available – you can gain credibility to work with local organizations.
  - Unlike business questions, people are not always sure where to go for assistance.
Finding Funding

- Who is Doing Non-profit Funding Research?
  - Faculty – faculty/non-profit collaborations
  - Students – doing internships, class projects
  - University Staff – volunteer for local non-profits, or are responsible for non-profit partnerships
  - Non-profit staff and/or volunteers – need funding!

Finding Funding

- Typical Non-Profit Funding Research Questions:
  - Who can we approach to get funding?
  - What’s the difference between applying as an individual and a 501(c)(3)?
  - Where did “X” non-profit get their funding?
  - How do I apply for funding?
  - Can you help me with a funding proposal?

Finding Statistics

- Where to start
  - America’s Nonprofit Sector: A Primer
    - Total Revenue
    - Percentage GDP
    - Size of the U.S. nonprofit sector
    - Percentage of workforce in the nonprofit sector
    - Historical trends
Finding Statistics

Where to start

- The Nonprofit Almanac 2012
  - Over 50 charts and 100 tables
  - Glossary of terms
  - Trends in philanthropic giving
  - Average compensation per nonprofit employee by industry
  - Number and value of grants given by type of nonprofit organization

ReferenceUSA

- Locating nonprofit services for clients
- Finding local agencies for job searches
- Where to start a nonprofit
- Search by SIC, NAIC codes or by type of business

Statistical Insight

- International and U.S. statistics
- Giving USA Annual Reports
- Foundation Center data
- United Nations statistics

National Center for Charitable Statistics (NCCS)

- What is it?
- What you will find there
  - Quick facts
  - Databases and report builders
  - Custom reports
  - Charitable giving stats
  - Lists of nonprofits by geographic region
  - NTEE Classifications
  - Create a free login for more advanced tools
Finding Best Practices

- [http://kresgeguides.bus.umich.edu/nonprofit articles](http://kresgeguides.bus.umich.edu/nonprofit articles)
- Students and faculty are looking for proven ways that nonprofits and NGOs have operated.
- This comes in all areas as people try to navigate nonprofits through challenging times.
- Especially true in financial management and general operations.

Best sources are:
- Scholarly articles
- News articles and trade publications
- Books and eBooks
- Reports
- Scholarly journals:
  - International Journal of Nonprofit and Voluntary Sector Marketing
  - Nonprofit and Voluntary Sector Quarterly
  - Nonprofit Management and Leadership

Creating Nonprofits

- First Stop: Foundation Center Website: [foundationcenter.org](http://foundationcenter.org)
Creating Nonprofits

The start-up checklist for establishing a nonprofit organization:

- File the certificate of incorporation
- Select individuals to serve on the board of directors
- Develop vision and mission statements
- Establish bylaws and board policies
- Obtain an employer identification number (EIN)
- Open a bank account and establish check signing procedures
- File for federal tax exemption
- Follow state and local nonprofit regulations
- Find office space and obtain office equipment
- Recruit staff and prepare a personnel manual
- Establish a payroll system and procure necessary insurance coverage
- Develop an overall fundraising plan

* foundationcenter.org

Finding Careers

- [http://kresgeguides.bus.umich.edu/nonprofit careers](http://kresgeguides.bus.umich.edu/nonprofit careers)
- Students will be looking for:
  - Opportunities – they rarely recruit on campus.
  - Salary information – for negotiation and understanding of the space.
  - Internships

Guides such as *Vault* or *Wetfeet* offer a good assessment and understanding of what it means to work in the Nonprofit Sector.

Many job boards are online – we pull together some valuable ones on our guide.
Thank you

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