

2015 Member Summit Report: A Statewide Needs Assessment

April 2015

INTRODUCTION

In preparing for the 2015/2016 activities and member benefits, Colorado Nonprofit Association conducted a statewide needs assessment of Colorado's nonprofit community in the first quarter of 2015. The purpose of this needs assessment – called Member Summits – was to receive feedback directly from Colorado Nonprofit Association member and nonmember organizations about:

- 1) top organizational challenges;
- 2) professional development/continuing education needs; and
- 3) member needs and expectations of Colorado Nonprofit Association.

METHODOLOGY

Three Colorado Nonprofit Association staff members traveled to 16 communities across the state from January through March 2015: president/CEO, director of membership services and director of education and programs. Below is a listing of visited communities.

Community	Date
Denver	1.27.15
Boulder	1.29.15
Glenwood Springs	2.3.15
Grand Junction	2.4.15
Greeley	2.12.15
Fort Collins	2.12.15
Pueblo	2.17.15
Alamosa	2.17.15

Community	Date
Durango	2.18.15
Pagosa Springs	2.18.15
Montrose	2.19.15
Gunnison	2.19.15
Sterling	2.24.15
Castle Rock	2.27.15
La Junta	3.4.15
Lamar	3.6.15

The number of attendees varied from location to location. The average attendance of each summit meeting was between 10 and 12 participants. The majority of attendees were Colorado Nonprofit

Association members but the meetings also included nonmember organizations, especially in the rural areas. The duration of each summit meeting was 90-minutes in length. During the first portion of each summit, we asked to respond to the following three questions:

- 1) What are your greatest challenges of your organization outside of fundraising?
- 2) What are your top education/professional development needs within your organization or community?
- 3) Which tools and resources are needed within your organization or community to encourage civic engagement?

Attendees wrote ideas on separate “post-it” notes which we then placed on flip chart sheets for the group to view. Through this method, we collected many comments from all participants. Upon completion of this activity, Colorado Nonprofit Association staff grouped and categorized the responses.

The next portion of the summit solicited comments from attendees through focus group format. We asked participants to respond to the following questions while Colorado Nonprofit Association staff recorded their responses on flip chart paper:

- 1) What are your assumptions about Colorado Nonprofit Association; what do you think we are doing?
- 2) What do you want or expect from your membership?
- 3) What do you want from Colorado Nonprofit Association?

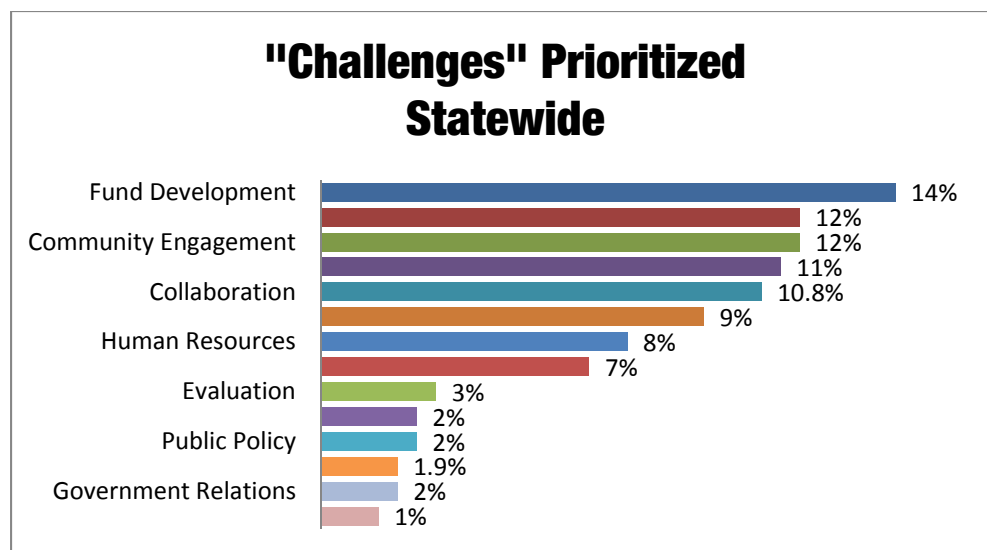
The final activity of the summit was to prioritize the categorization and grouping of the responses from the “post-it” note activity. We gave each participant four dots and asked to place their dots in the category which they felt was greatest priority. This activity led to the formation of community priorities to be addressed, in part, by Colorado Nonprofit Association.

STATEWIDE FINDINGS

Below are the aggregated statewide data regarding the responses and feedback received from the Member Summit meetings. Percentages were based on the number of dots received over the number of dots (votes) available.

Challenges

When asked to identify their greatest challenges facing their organizations, participants identified the following to be their top priorities: fund development (14 percent), organizational capacity building and community engagement (12 percent) and board development (11 percent). Other topics included convener, finances, general administration, leadership development, legal issues, locality, succession planning, volunteer management, IT and planning.



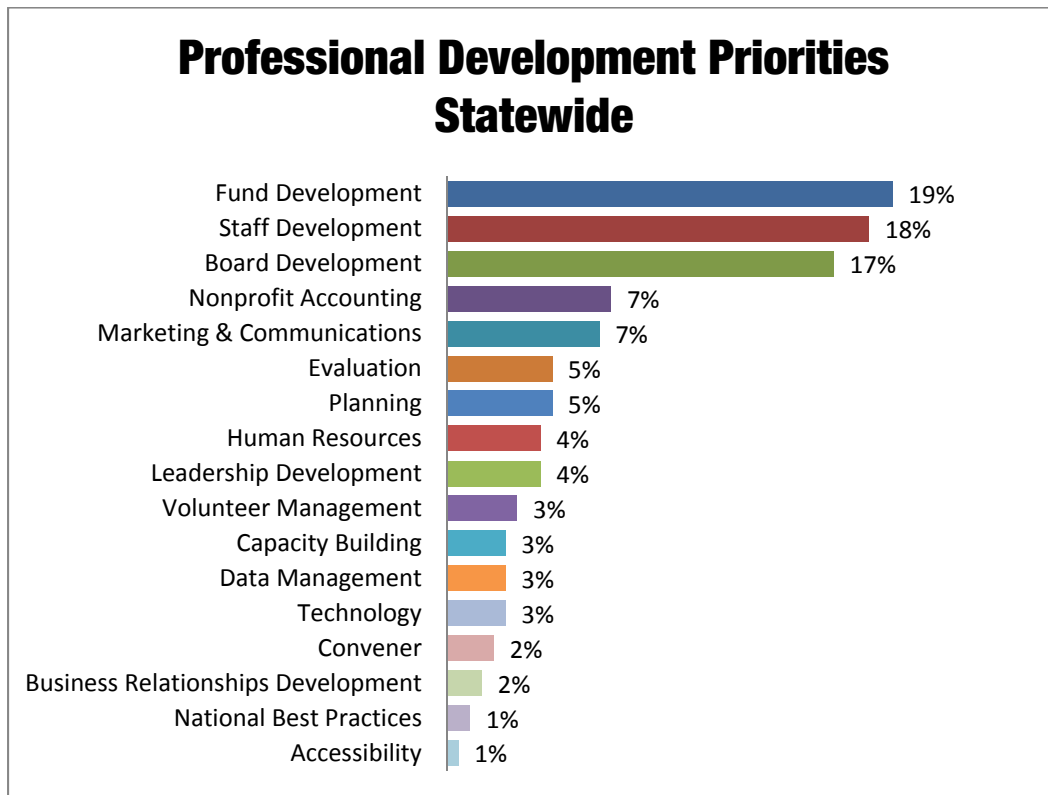
In establishing the above categories, Colorado Nonprofit Association staff combined like-responses across all regions of the state. Below is a listing of how the statewide challenges were categorized:

Category	Sub-category
▪ Fund Development	▪ fund development, funding, funding/sustainability
▪ Capacity Building	▪ capacity, capacity building, space, organizational capacity
▪ Community Engagement	▪ community engagement
▪ Board Development	▪ board, board development, board training, governance and board development
▪ Collaboration	▪ collaborating, collaboration, collaboration, collaboration, collaboration/local connections/convenings, nonprofit competition, convener, convening
▪ Marketing and Communications	▪ communications, marketing and communications, public relations, outreach and communication, understanding
▪ Human Resources	▪ human resources, human resources and volunteer management
▪ Staff Development	▪ staff capacity, staff development, staff capacity and community, staff-organization capacity, succession planning, training and tools, staff, education, HR staff specific/capacity, HR/staff development
▪ Evaluation	▪ evaluation, evaluation/strategic planning/evaluation
▪ Donor Engagement	▪ donor engagement
▪ Public Policy	▪ policy, community and economic changes
▪ Awareness	▪ community, community awareness, community awareness, community engagement, awareness
▪ Government Relations	▪ government relations

- Technology
- IT, technology

Professional Development/Education Needs

When asked to prioritize their organizational and staff professional development and education needs, participants identified the following to be their top priorities: fund development (19 percent), staff development (18 percent), and board development (17 percent). Other topics included accountability, collaboration, general administration, professional services, public policy and social media.



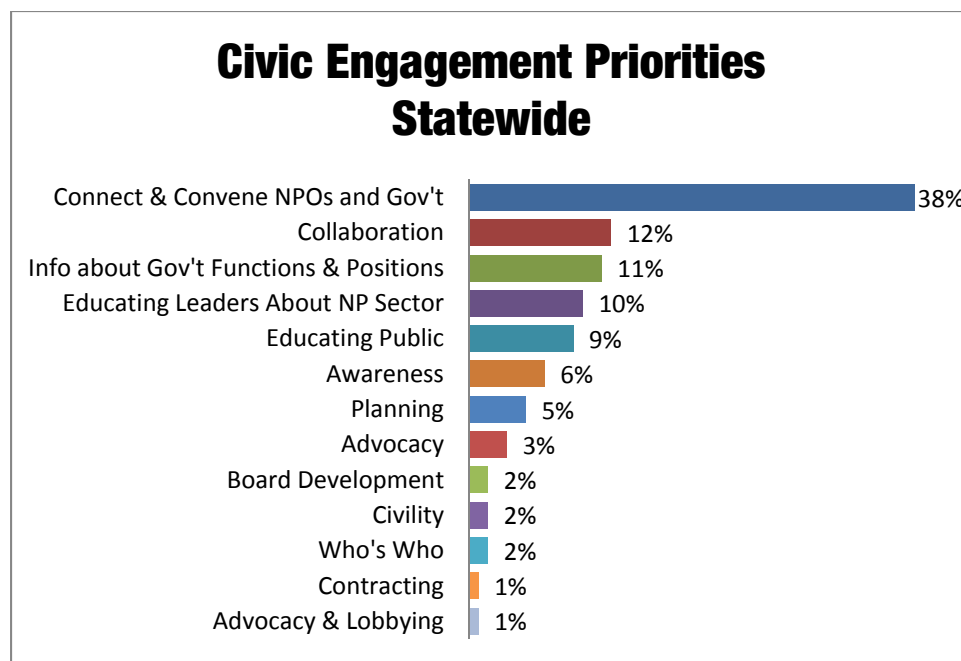
In establishing the above categories, Colorado Nonprofit Association staff combined like-responses across all regions of the state. Below is a listing of how the statewide challenges were categorized:

Category	Sub-category
▪ Fund Development	▪ fund development, funding, fundraising, grant Writing, grants, development
▪ Staff Development	▪ staff and skill development, staff capacity and skills, staff development, staff development and capacity, specialized training, professionalization of sector duties/career development, skill development
▪ Board Development	▪ board and staff, board development, board training,

	board
▪ Nonprofit Accounting	▪ accounting/finance, finance, financial, financial management, tax rules
▪ Marketing & Communications	▪ marketing and communications, communications
▪ Evaluation	▪ evaluation, evaluation/outcome measurement, program evaluation
▪ Planning	▪ planning, planning and evaluation, planning/mission/vision, program planning, budgeting, finance, strategic planning
▪ Human Resources	▪ human resources
▪ Leadership Development	▪ leadership, leadership development, leadership/human resources/management
▪ Volunteer Management	▪ volunteer, volunteer development, volunteer management
▪ Capacity Building	▪ capacity building
▪ Data Management	▪ data management
▪ Technology	▪ technology
▪ Convener	▪ strategic relationship building, community engagement, convener, convening collaboration, collaboration
▪ Business Relationships Development	▪ business relationships development
▪ National Best Practices	▪ national best practices
▪ Accessibility	▪ accessible

Civic Engagement Needed Tools and Resources

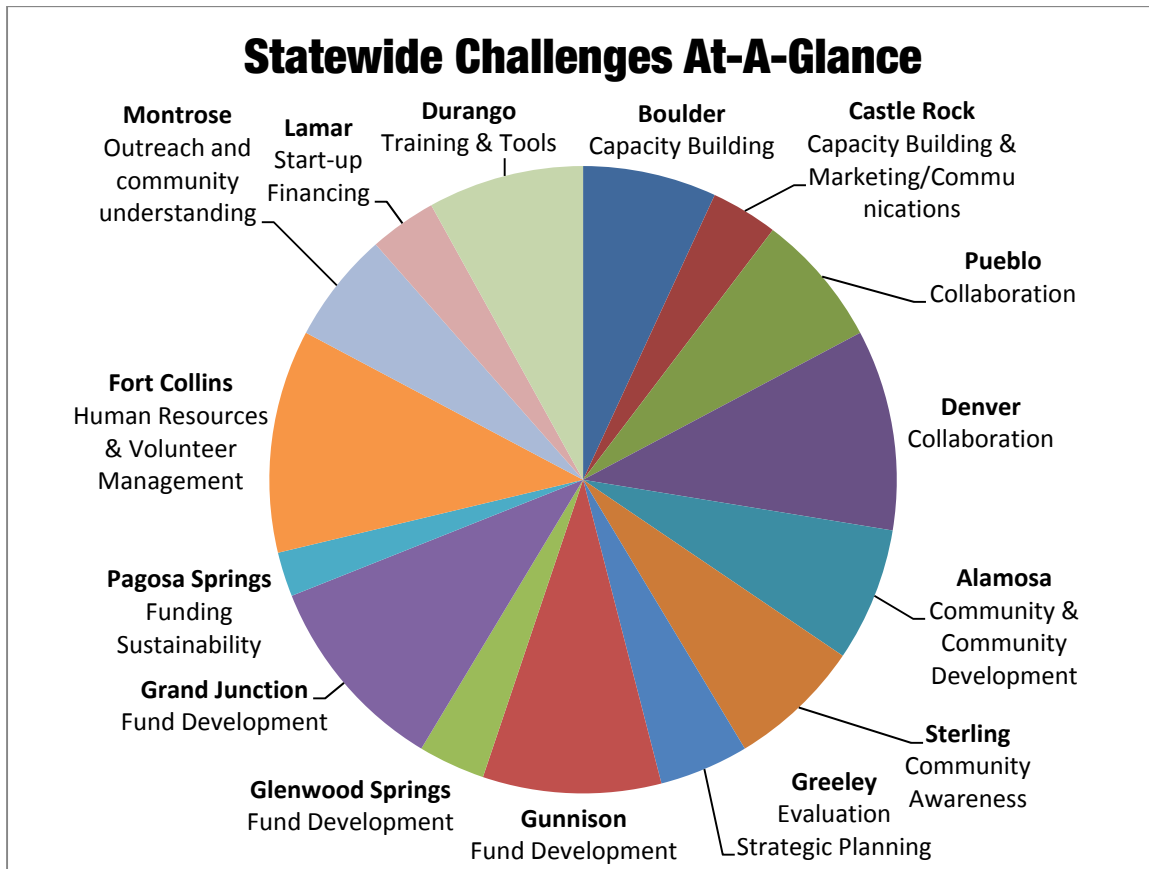
When asked to identify tools and resources needed from Colorado Nonprofit Association to better assist their organization and constituents to become civically engaged at the local, city, county, state or federal levels, participants identified the following as their top priorities: convene and connect nonprofits and government (38 percent), methods for collaboration (12 percent) and provide information about government functions and public officials (11 percent). Other topics included community engagement, impact of nonprofits, legal resources, life-work balance, research, technology usage and volunteer engagement.



In establishing the above categories, Colorado Nonprofit Association staff combined like-responses across all regions of the state. Below is a listing of how the statewide challenges were categorized:

Category	Sub-category
<ul style="list-style-type: none"> Connect and Convene NPOs and Government 	<ul style="list-style-type: none"> connect with policy makers, connections with government, convener, local government engagement,
<ul style="list-style-type: none"> Collaboration 	<ul style="list-style-type: none"> collaboration, connect, connections, community engagement
<ul style="list-style-type: none"> Information Provider 	<ul style="list-style-type: none"> information clearinghouse, information on statewide issues, information provider/environmental scan, knowledge of government
<ul style="list-style-type: none"> Educating Leaders about nonprofit Sector 	<ul style="list-style-type: none"> educate elected officials/awareness, educating civic leaders on what nonprofits do and our organizations, educating government, education of elected
<ul style="list-style-type: none"> Educating Public 	<ul style="list-style-type: none"> marketing and communications, marketing and communications/social media, PR/messaging, public outreach and education, public relations
<ul style="list-style-type: none"> Awareness 	<ul style="list-style-type: none"> awareness
<ul style="list-style-type: none"> Planning 	<ul style="list-style-type: none"> planning, strategic planning
<ul style="list-style-type: none"> Advocacy and Lobbying 	<ul style="list-style-type: none"> lobby rule, lobbying, how to influence policy
<ul style="list-style-type: none"> Board Development 	<ul style="list-style-type: none"> board development
<ul style="list-style-type: none"> Civility 	<ul style="list-style-type: none"> civility
<ul style="list-style-type: none"> Who's Who 	<ul style="list-style-type: none"> who's who
<ul style="list-style-type: none"> Contracting 	<ul style="list-style-type: none"> contract business, information on government agencies

	and funding opportunities, development from business/government
<ul style="list-style-type: none"> Advocacy and Lobbying 	<ul style="list-style-type: none"> IOI advocacy and lobbying, advocacy and lobbying training, advocacy rules

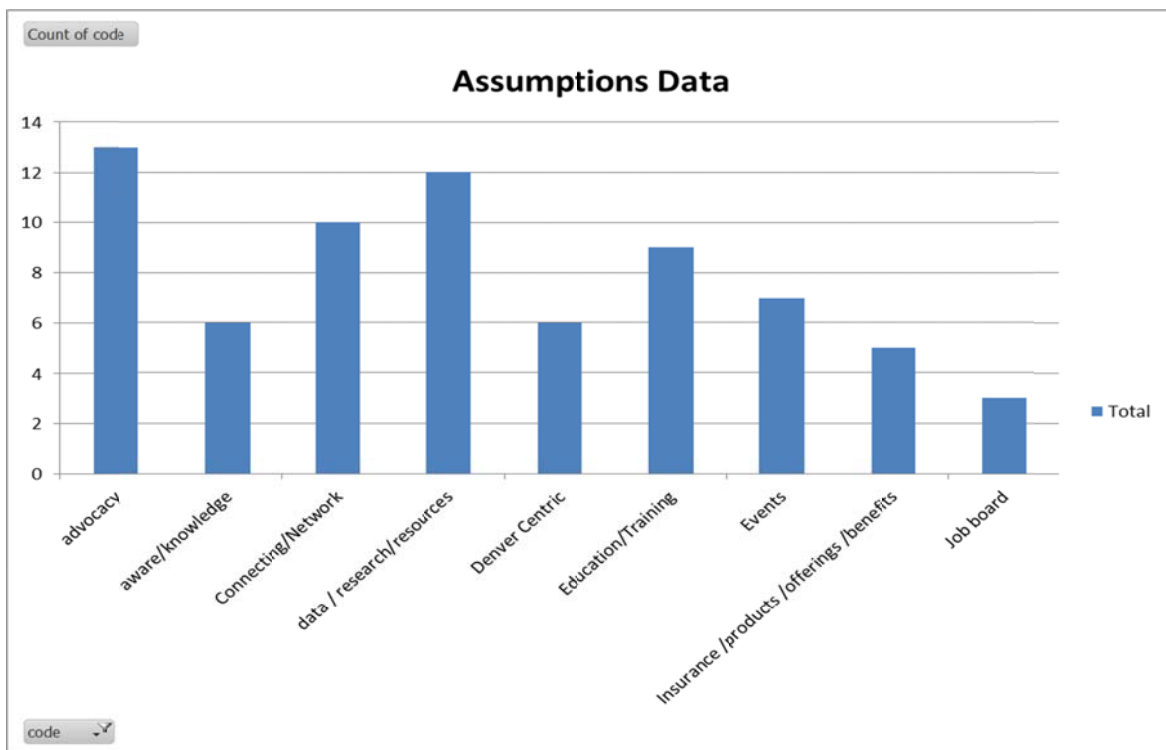


Focus Group Responses about Colorado Nonprofit Association

To aggregate numerous attendee ideas, we placed comments in categories – for example, one person may say “Advocacy” while another would say “Public policy” and yet a third person might say “Lobbying.” All are conveying a similar thought and are in the Advocacy category. In one community the response “Fall Conference” might come up, while in another C(3) Forum may be a response. Both are events we host, so are categorized as such. To be included in the summary data, the same category must be brought up in at least two summits.

Assumptions

Questions: What are your assumptions about Colorado Nonprofit Association? What do you think we do?

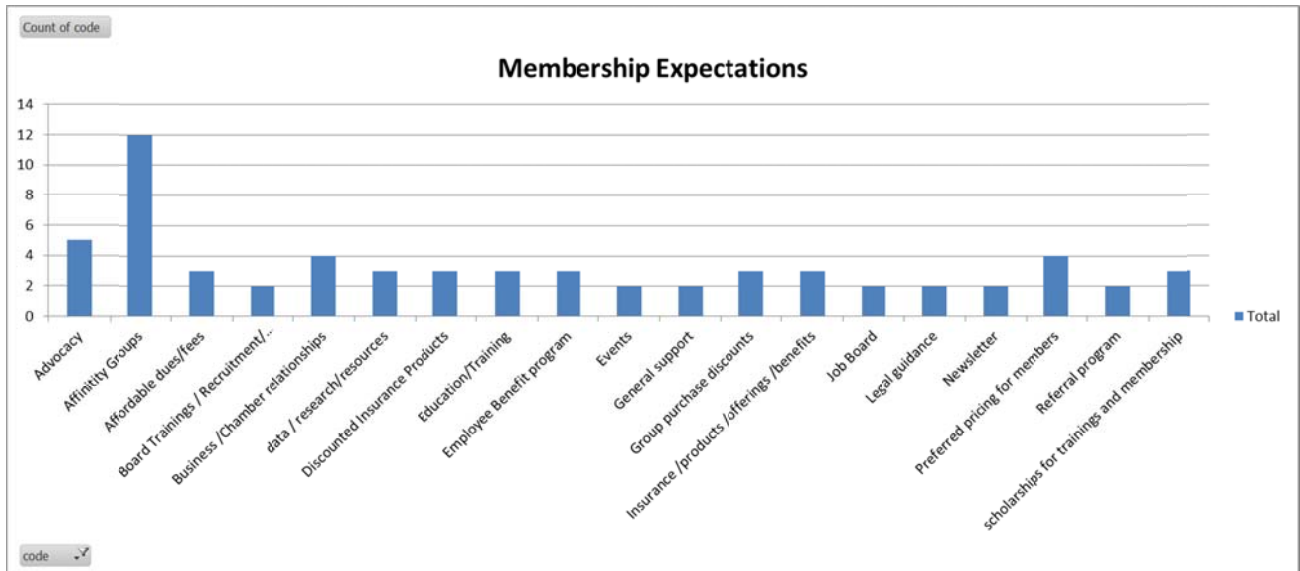


Throughout the communities we visited, attendees have a clear understanding that Colorado Nonprofit Association advocates for the nonprofit sector. Advocacy came through in comments such as we “Work with government” and “Lobby for sector.” Members are also well aware of our data and research efforts and our training program. Members see us as a connector of nonprofits and offering networking opportunities.

Several communities assumed that Colorado Nonprofit Association is “Denver-centric,” with attendees in six of the 16 communities making this comment. This theme comes through in other categories as well.

Membership

Questions: What do you want or expect from your membership with Colorado Nonprofit Association?

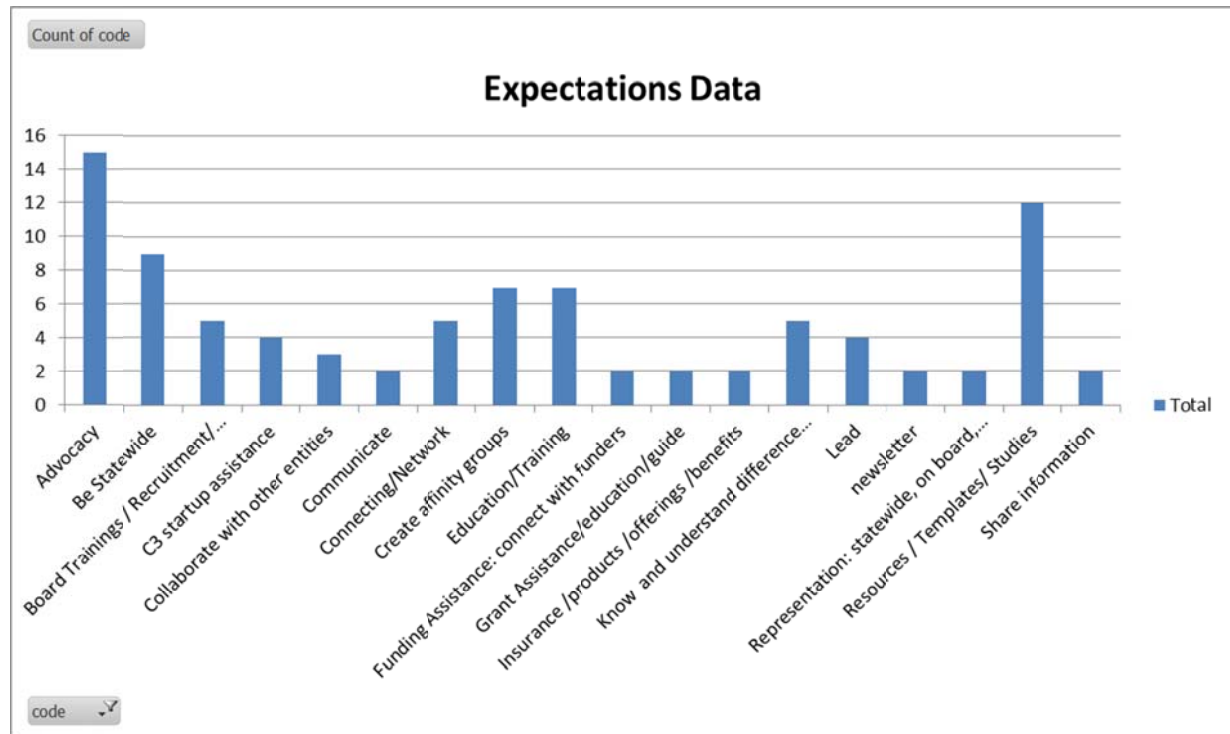


In 12 of the 16 communities we visited, members were clear in their need and want to better network with their peers, a need we call “affinity groups” in this report. Networking with peers in similar jobs (executive directors, development staff, etc.) and networking with peers with similar missions and service types came up in comments such as “Increase our networking opportunities,” “Connect staff by similar work,” and “Connect organizations outside of geographic area.”

Although membership is no longer required to access insurance from Colorado Nonprofit Insurance Agency, the topic of insurance came up in two different capacities: offering insurance products and offering less expensive insurance products, particular health benefits. Generally, our members see Colorado Nonprofit Insurance Agency and Colorado Nonprofit Association as one and the same.

Expectations

Questions: What do you expect Colorado Nonprofit Association to be doing? What do you want from Colorado Nonprofit Association?



Members expect us to do what they assume we do – advocacy, provide resources, tools and educational trainings.

Members were again clear in their expectation that we serve nonprofits statewide, not just the Denver Metro area. A number of times participants stated “Be here,” “know the difference between rural Colorado and Denver,” or “What works in Denver may not work here.” Statewide service is important to Colorado Nonprofit Association. To better understand how we could fulfill that need, we began asking “What can we learn from other statewide associations?” A few ideas were presented, but most attendees think Colorado Nonprofit Association does a good job.

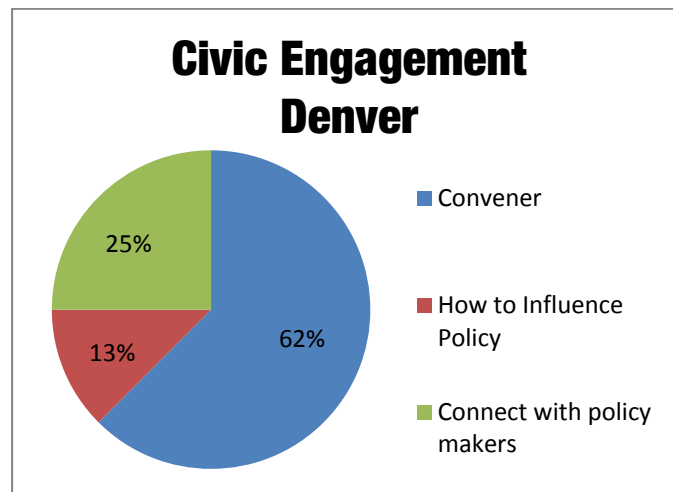
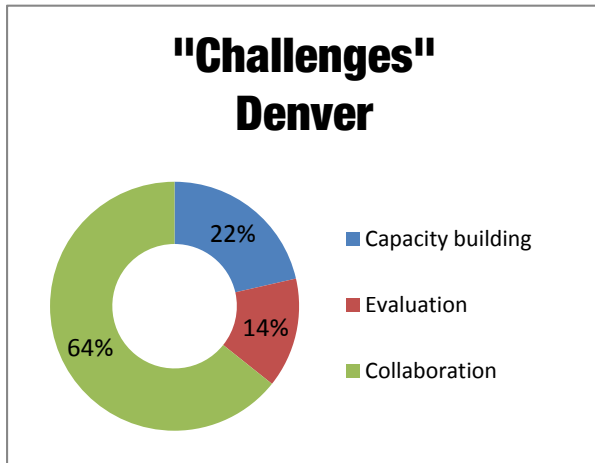
The need for board trainings and recruitment also came up in several locations. Several of the smaller communities voiced, “It’s the same people on the all of the boards.”

INDIVIDUAL COMMUNITIES

The following describes the results from each summit and we present the community results in the chronological order of the summits.

Denver 1.27.15

Priorities



Assumptions

Questions: What are your assumptions about Colorado Nonprofit Association? What do you think we're doing?

- Best practices guidelines
- Education
- Job board
- Membership organization

- Gather/convene
- HR resources
- Work with government
- Resources

Denver, as statewide, see us as offering networking opportunities, educational trainings and the job board, yet advocacy was not mentioned as a response in this area.

Membership

Questions: What do you want or expect from your membership with Colorado Nonprofit Association?

- Define nonprofit sizes: small, medium, large
- Easier registration for events
- Excellent customer service
- Know how to use membership
- Legal guidance
- Pair new member with a staff member
- Scholarships for attendance at trainings/conferences
- Templates

Unlike the rest of the state asking for affinity groups, this is not a membership expectation of the Denver group. The topic does come up in general expectations, however. The similarity between Denver and the rest of the state is the need for scholarships to trainings/conferences and templates which were in the data /research/resources category.

Expectations

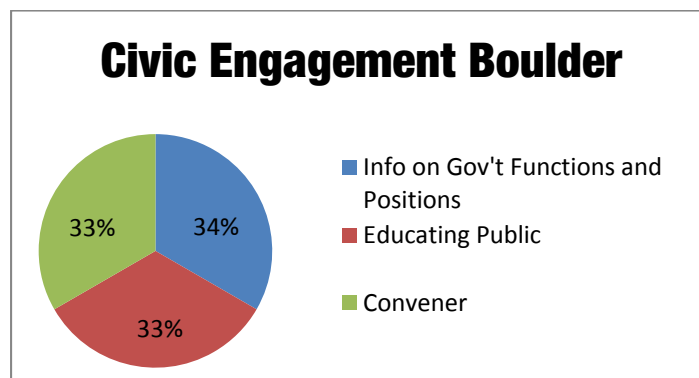
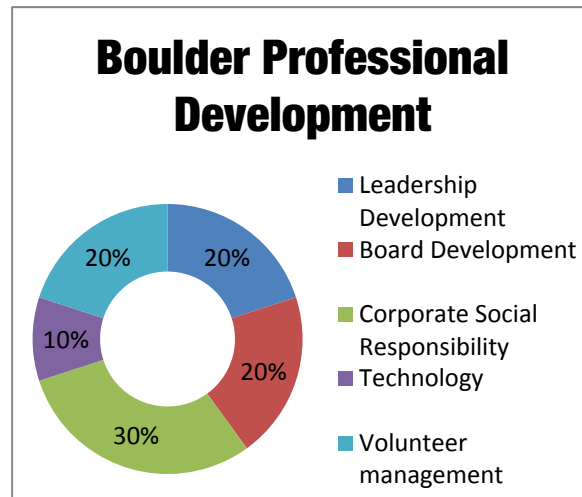
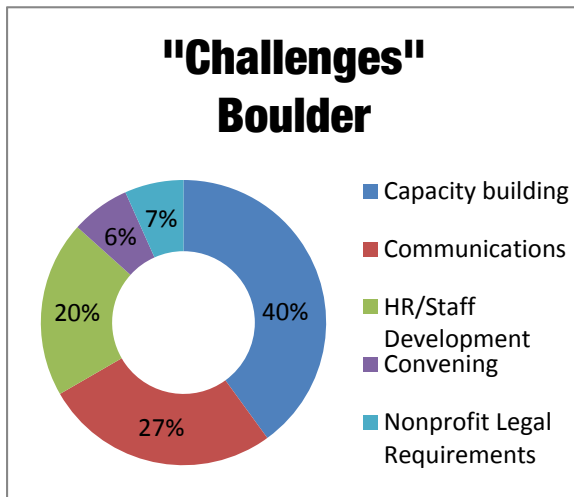
Questions: What do you expect Colorado Nonprofit Association to be doing? What do you want from Colorado Nonprofit Association?

- Always be there
- Be a leader
- Be a resource
- Be statewide
- Continue with Principles & Practices
- Give organizations legitimacy
- Provide group purchasing products
- Provide information on how to start up a nonprofit
- Provide resources for smaller organizations
- Treat all nonprofits the same despite size
- Understand giving trends

Similar to others, Denver area members expect us to lead, provide resources, templates and studies. And as heard in several communities, there is an expectation that Colorado Nonprofit Association should provide information on starting a nonprofit – something we do not currently offer.

Boulder 1.29.15

Priorities



Assumptions

Questions: What are your assumptions about Colorado Nonprofit Association? What do you think we are doing?

- Ability to leverage costs or lower costs
- Address funding challenges
- Be aware of trends
- Bringing organizations together
- Consulting services
- Employee health insurance
- Greater savings on insurance
- Help organizations to collaborate and avoid duplication
- Lobbying and advocacy for sector
- Model policies
- Needs assessment
- Networking within sector
- Sharing resources

Boulder's assumptions of our work are consistent with other communities including advocacy, networking resources and awareness. As mentioned in the Assumptions Summary, Boulder sees us as the organization that offers insurance and a savings on insurance. Not heard in other communities is the assumption that we offer consulting services.

Membership

Questions: What do you want or expect from your membership with Colorado Nonprofit Association?

- Help with benefits to maintain employees
- Policies
- Easy-to-use internet discussions
- Job board
- Training to board members
- Succession planning
- Free training/webinars
- Connect organizations outside of geographic area
- Branding
- Facilitate introductions to funders and for-profits
- Connect staff by similar work

Boulder was one of only two communities that mentioned our Nonprofit Job Board as an expectation. The Job Board is free for members and in 2014 saw nearly 5,700 postings. Boulder was one of three communities that had an expectation that Colorado Nonprofit Association will offer benefits that employees of member organizations will utilize. Currently, Colorado Nonprofit Association has relationships with Regis University and University of the Rockies that allows employees of member organizations to receive preferred tuition pricing. As heard numerous times, there is an expectation of connecting organizations/affinity groups.

Expectations

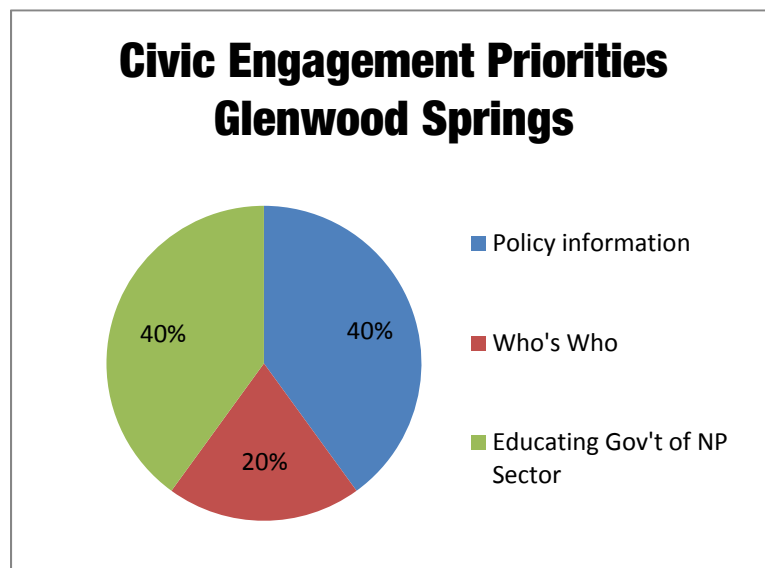
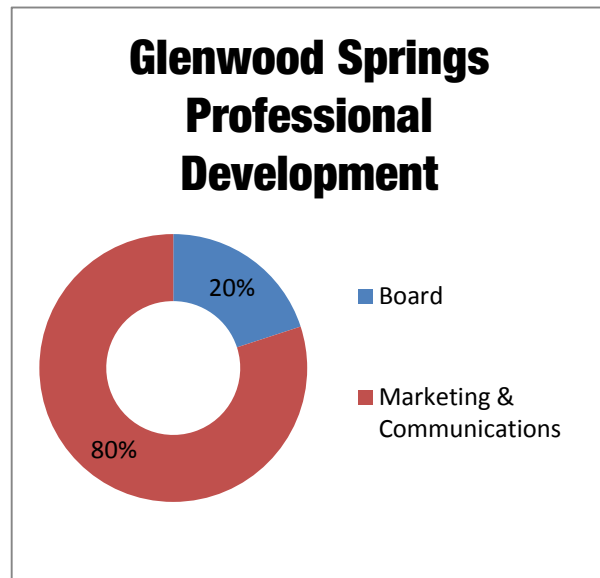
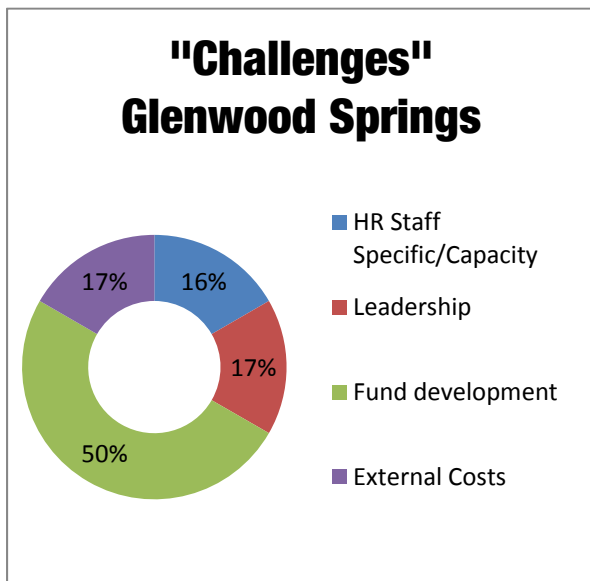
Questions: What do you expect Colorado Nonprofit Association to be doing? What do you want from Colorado Nonprofit Association?

- Clearinghouse for board members
- Lead by example

In Boulder and several communities, participants voiced the need for assistance with board recruitment and training.

Glenwood Springs 2.3.15

Priorities



Assumptions

Questions: What are your assumptions about Colorado Nonprofit Association? What do you think we are doing?

- Insurance products
- Network solutions
- Trainings
- Legislative work
- Nonprofit resources: board, financial

The attendees in Glenwood have a good understanding of the services Colorado Nonprofit Association provides – and as noted in the Boulder area would like assistance with recruiting and training board members.

Membership

Questions: What do you want or expect from your membership with Colorado Nonprofit Association?

- Communication
- Insurance discount
- Connect with others in nonprofit community
- Support

Glenwood is the second community to expect Colorado Nonprofit Association to help organizations to connect with other nonprofits statewide.

Expectations

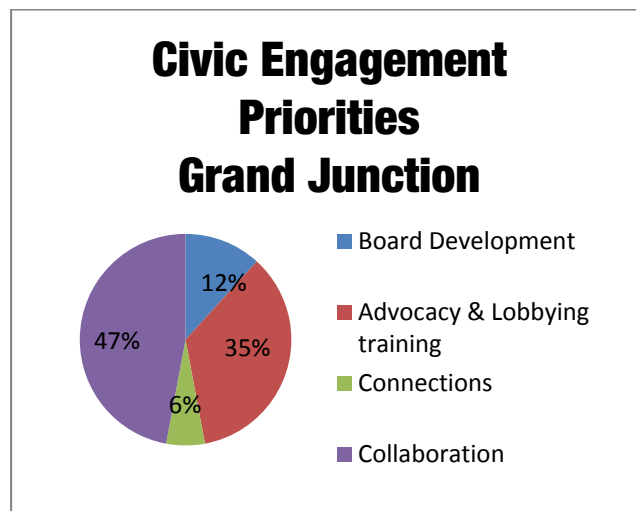
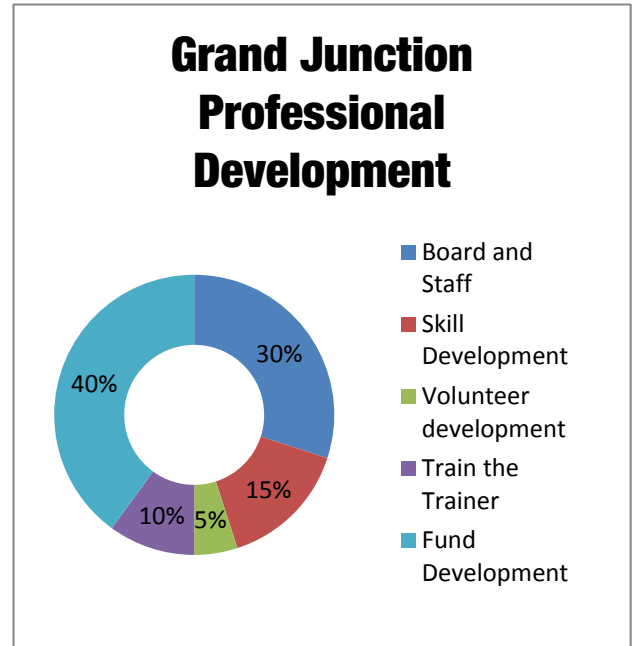
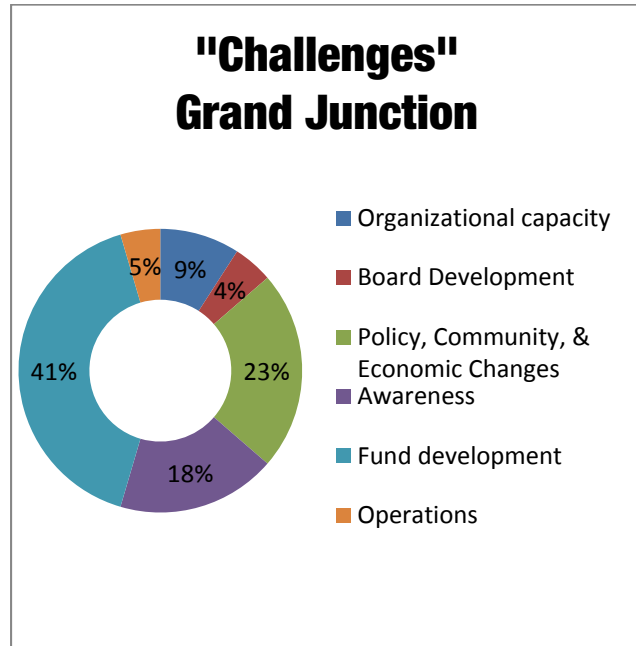
Questions: What do you expect Colorado Nonprofit Association to be doing? What do you want from Colorado Nonprofit Association?

- Connect nonprofits by service and function
- Have more trainings here
- Provide sample policies
- Group health insurance discount
- Help with car pooling
- Push info out – use interesting subject lines in emails

Glenwood is the first community to express an expectation that Colorado Nonprofit Association will help with car-pooling to conferences held on the Front Range.

Grand Junction 2.4.15

Priorities



Assumptions

Questions: What are your assumptions about Colorado Nonprofit Association? What do you think we are doing?

- Advocacy
- Provides studies and reports
- Data compilations
- Advocate for collaborations
- Best interest of sector in forefront
- Don't do enough on Western slope

- Job board
- Principles & Practices
- Provide support: resources, explanations, infrastructure
- Resources: templates, polices
- Networking
- Professionalism
- Provide training
- Keep informed on legislative actions

Grand Junction members spoke at length about the need for Colorado Nonprofit Association to do more on the Western slope. Acknowledging our webinars (see below), they want more in-person trainings and inquired about board representation from the Western slope. We heard most of their assumptions in other communities as well.

Membership

Questions: What do you want or expect from your membership with Colorado Nonprofit Association?

- Accessible
- Availability of resources
- Clear definition of member benefits
- Current members should help grow membership in area
- Organize ride-sharing for Fall Conference
- Preferred member rate for Fall Conference
- Reasonable member dues
- Scholarships for membership dues
- Streamed webinars
- Training discounts
- Adapt to needs
- Bring national experts to local communities
- Collaboration
- Increase access with community groups
- Podcast trainings
- Purchase partner discounts
- Regional conference
- Set up shared expenses for webinars
- Tell nonprofits what Colorado Nonprofit Association needs – it's a two way street

Grand Junction expressed a desire to have membership be more of a partnership – having Colorado Nonprofit Association expressing what they need from members and an expectation that current members should help recruit organizations to become members.

Expectations

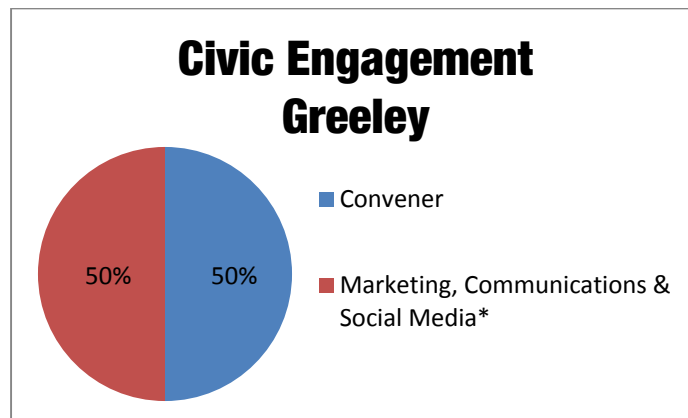
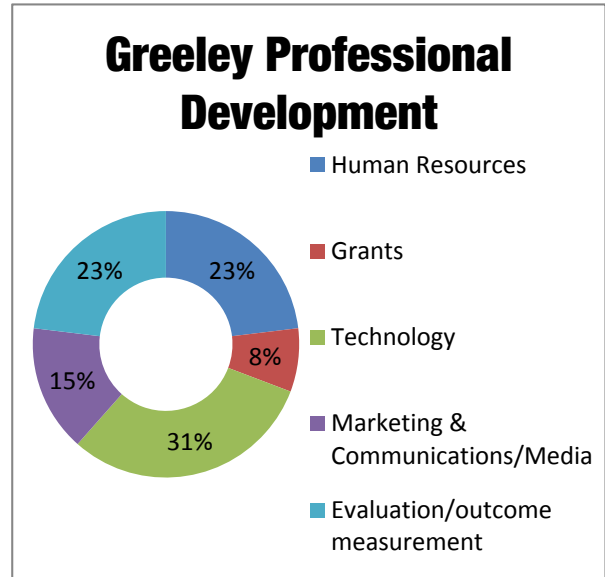
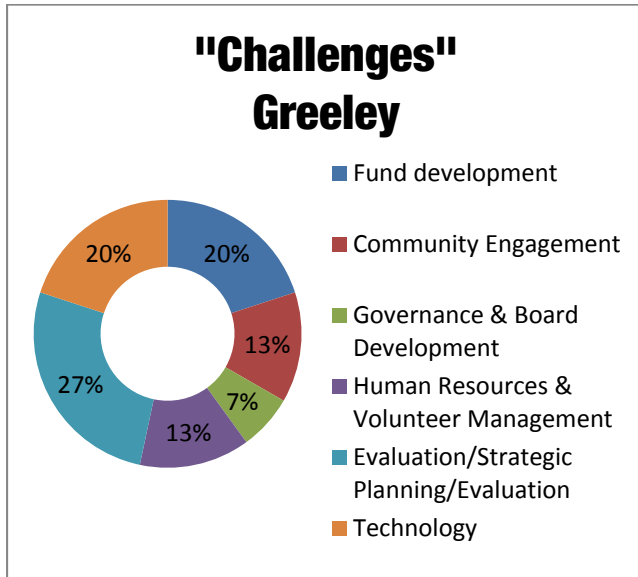
Questions: What do you expect Colorado Nonprofit Association to be doing? What do you want from Colorado Nonprofit Association?

- Better customer service from insurance agency
- Build relationships so you know staff
- Consult with locals on timing of trainings
- Listserv
- More focus on group purchasing outside of Denver
- Online board minutes
- Representation on board from Western Slope
- Share success stories
- Board members are effective communicators
- Continued advocacy in public policy
- Cross representation and engagement
- Mentor
- More trainings in Western Slope
- Provide info for nonprofit startups
- Satellite offices

For the first time, a community stated the expectation of satellite offices. Grand Junction attendees also request we consult with local nonprofits on when we scheduling trainings.

Greeley 2.12.15

Priorities



**The statements used to define "Marketing, Communications and Social media include: "social networking"; "using/identifying technologies to communicate effectively"; and "reaching the rural areas/donors."*

Assumptions

Questions: What are your assumptions about Colorado Nonprofit Association? What do you think we are doing?

- Denver-centric
- Lobbying
- Sounding board
- Information resource
- Only for smaller nonprofits

Greeley is the only community assuming we serve mostly smaller nonprofits. Colorado Nonprofit Association has members with operating budgets under \$25,000 and over \$20 million.

Membership

Questions: What do you want or expect from your membership with Colorado Nonprofit Association?

- Arranging/facilitate consultants
- Grant research education
- Listserv
- Part of community
- Voice of the sector
- Free consulting services
- Group health insurance
- Message program
- Scholarships

Member organizations in Greeley would like benefits that serve not only the organization, but the individuals who work for the organizations – message program and scholarships to educational services provided by organizations other than Colorado Nonprofit Association.

Expectations

Questions: What do you expect Colorado Nonprofit Association to be doing? What do you want from Colorado Nonprofit Association?

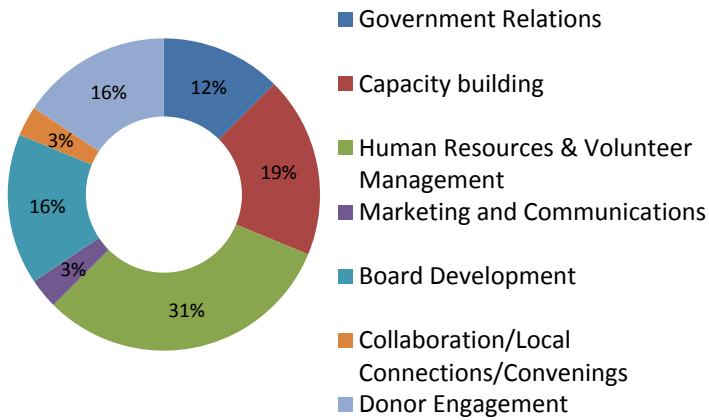
- “How to” clinics
- Advocacy
- Educational scholarships
- Job board
- Lead on policy
- Provide professional networking opportunities
- Provide nonprofit talking points
- Serve as voice of sector
- Accurate resources: giving studies, templates
- Clearly communicate resources
- Education for starting a nonprofit
- Lead on Principles & Practices
- Legislative updates
- Provide accessible trainings outside Denver
- Provide social networking opportunities

The work that we do currently serves to fulfill many of the Greeley expectations. Exception: scholarships, nonprofit talking points, nonprofit startup training, social networking opportunities.

Fort Collins 2.12.15

Priorities

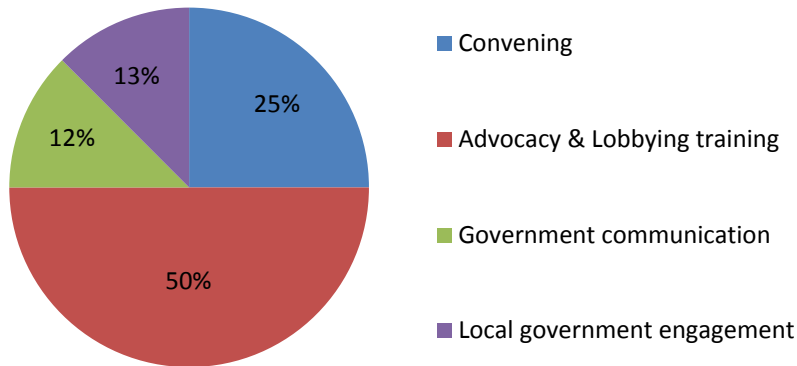
"Challenges" Prioritized Fort Collins



Fort Collins Professional Development



Civic Engagement Fort Collins



Assumptions

Questions: What are your assumptions about Colorado Nonprofit Association? What do you think we are doing?

- Elevate nonprofit sector
- Model/sample policies
- Salary survey
- Stay aware of trends/awareness
- Job board
- Provide guidelines and standards for sector
- Stance on social impact bonds
- Value in trainings

As with several other communities, Fort Collins nonprofits assume we are staying aware of trends, providing a job board and resources. While other communities mention our education and training, in Fort Collins they specifically mention value of our trainings – both in terms of cost and subject matter.

Membership

Questions: What do you want or expect from your membership with Colorado Nonprofit Association?

- Collective voice at Capitol
- Creation of community
- Financial services referrals
- Job board
- More education
- Nonprofit Day at the Capitol
- Pro bono legal services
- Salary survey – free for members
- Connect business with nonprofits
- Fall Conference
- Health insurance discounts
- Logo for members
- More networking
- Payback for dues
- Regis University discount

Members in Fort Collins raised membership expectations we did not hear in other communities – more educational/training services and a making the *Colorado Nonprofit Salary & Benefits Survey* free for members. Members also mentioned an expectation that we continue with several benefits we offer – including the Regis University discount.

Expectations

Questions: What do you expect Colorado Nonprofit Association to be doing? What do you want from Colorado Nonprofit Association?

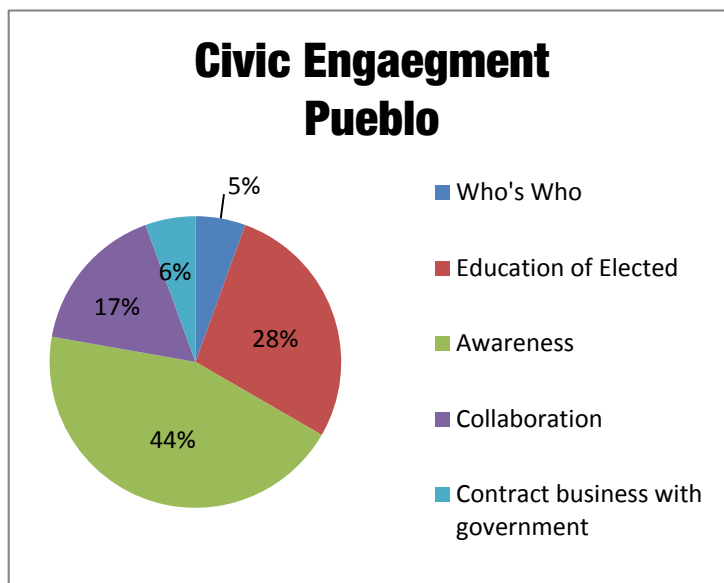
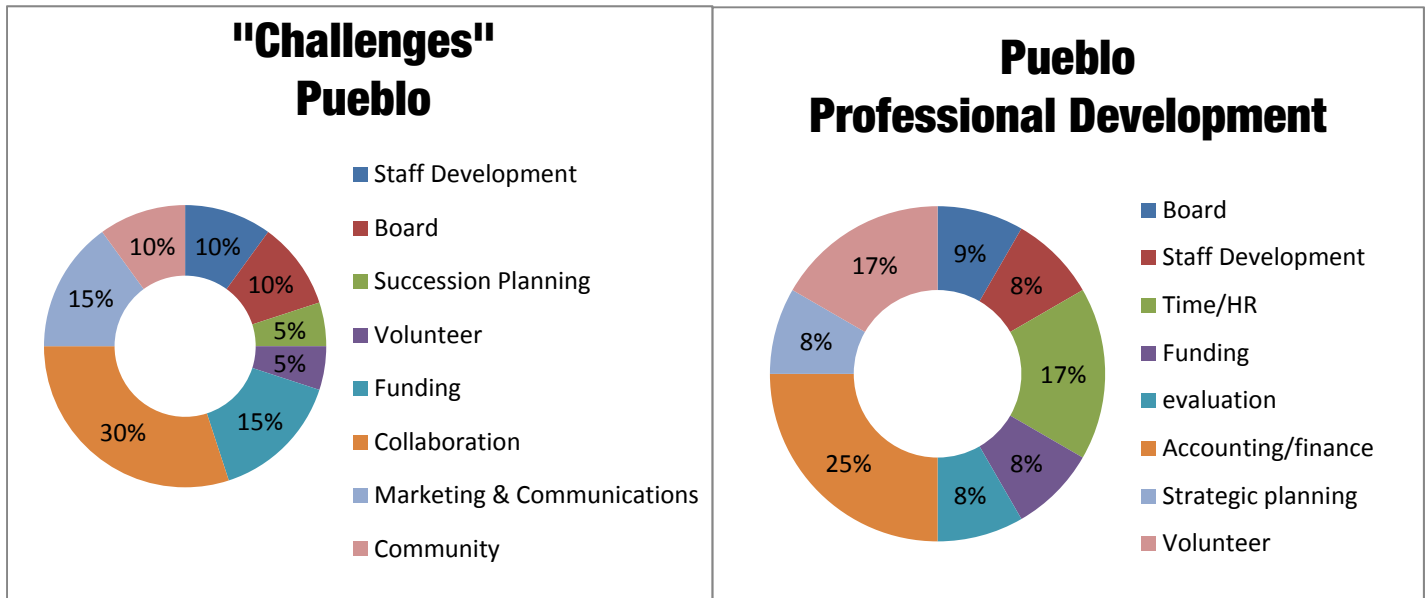
- Affordable health insurance
- Communication vehicle – share info with nonprofits
- Connect types of nonprofits – affinity groups
- C(3) Forum
- Connect businesses that work with nonprofits
- Continuation of current programs

- Educate general public on nonprofits: PR campaign and media
- Lobbying: state and federal
- Networking opportunities
- Provide communication with elected officials on critical roles nonprofit play
- HR assistance
- More regional events
- Professional development
- Training for new nonprofit staff members

Again we see the tie between Colorado Nonprofit Association and Colorado Nonprofit Insurance Agency with the expectation that we should offer affordable health insurance. Like several communities outside of the metro Denver area, there is an expectation of Colorado Nonprofit Association to be in their community more often as noted in the "More regional events" comment.

Pueblo 2.17.15

Priorities



Assumptions

Questions: What are your assumptions about Colorado Nonprofit Association? What do you think we are doing?

- Denver-centric
- Friendly
- First resource
- General operating help

- Grants guide
- Knowledgeable
- Resourceful
- Information research
- Resource for nonprofit management
- Training

Pueblo had similar assumptions that many other communities held by including training, knowledge, resources and Denver-centric. Pueblo attendees also assume we produce *Colorado Grants Guide* – a publication of Community Resource Center.

Membership

Questions: What do you want or expect from your membership with Colorado Nonprofit Association?

- Discounts
- Legislative help
- Free legal assistance
- Umbrella organization

Members in Pueblo appreciate the group purchasing program that provides discounts on products and services.

Expectations

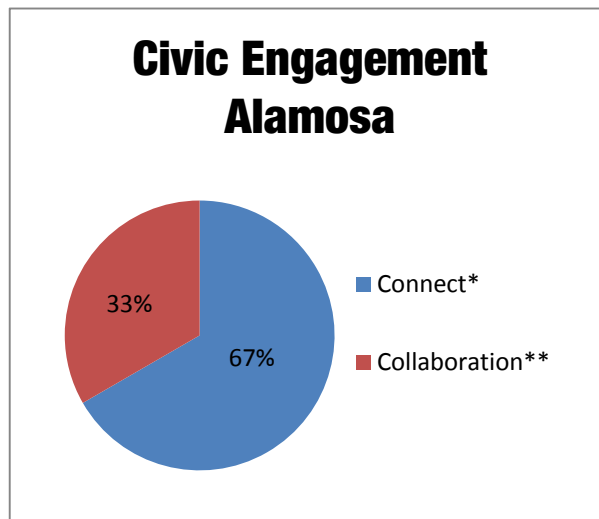
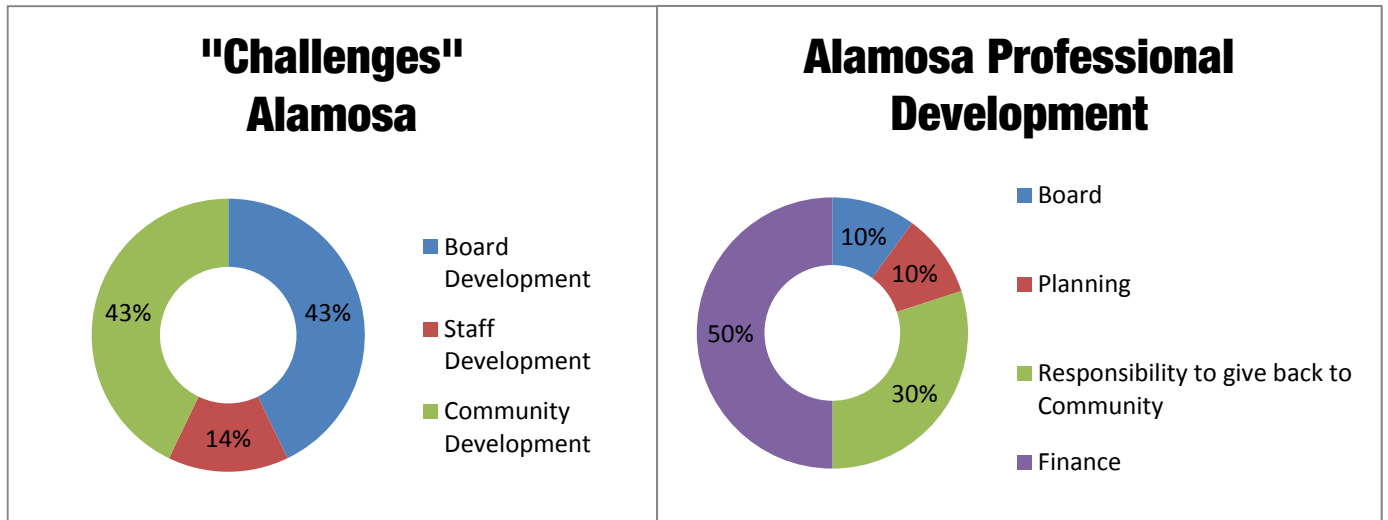
Questions: What do you expect Colorado Nonprofit Association to be doing? What do you want from Colorado Nonprofit Association?

- Assign staff member to organization
- Best practices
- Advocacy
- Everything online
- Gather groups
- Help organizations connect with funders
- Share info
- Walk the talk
- Be here
- Collaboration
- Equitable access to nonprofits
- Free help
- Grants guide
- One-stop shop
- Understand difference in communities

Not only did the attendees assume we are Denver-centric (Assumptions) Pueblo was the first community to state the need for Colorado Nonprofit Association to understand the differences between communities.

Alamosa 2.17.15

Priorities



*The statements used to define "Connect" include: "Civic engagement, how do we connect with them?"

**The statements used to define "Collaboration" include: "Collaboration between agencies duplicating services."

Assumptions

Questions: What are your assumptions about Colorado Nonprofit Association? What do you think we are doing?

- Advocacy
- Connection with state offices

- Denver-centric
- Foundation relationships
- Group purchase program
- Leadership
- Tenacious
- Fall Conference
- Good reputation
- Insurance
- Lobbying
- Training

The theme of Colorado Nonprofit Association being Denver-centric become more prominent the further we traveled from Denver. However, these rural areas recognize our advocacy and leadership work.

Membership

Questions: What do you want or expect from your membership with Colorado Nonprofit Association?

- Community
- Insurance
- Group purchase program
- Support organization that support nonprofits

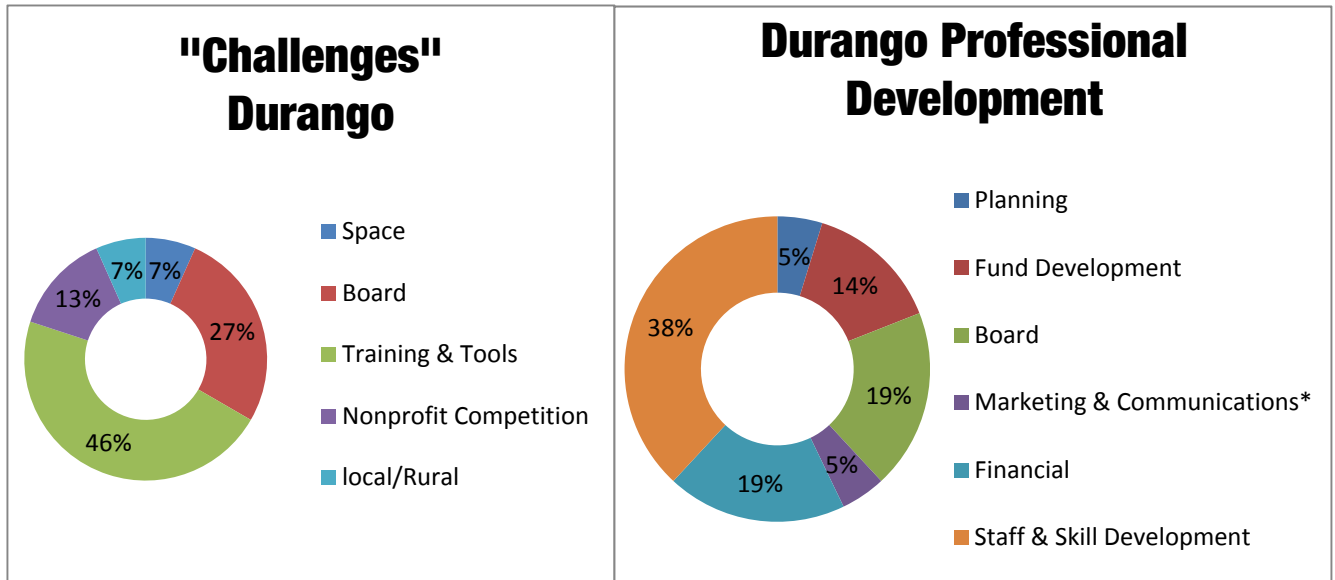
As seen in “Assumptions” for Alamosa, providing insurance is an expectation. Alamosa participants view Colorado Nonprofit Association and the Colorado Nonprofit Insurance Agency as the same.

- Advocacy
- Board sign-up board
- Leadership
- Representation
- Volunteer sign-up board
- Be an expert
- Forefront of changes
- Local chapter
- Trainings here

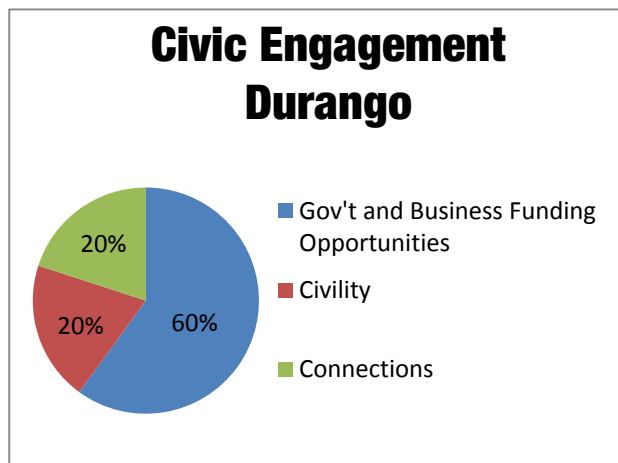
Alamosa’s expectations are in-line with a number of other communities. Like Grand Junction, Alamosa attendees would like a local or satellite Colorado Nonprofit Association office.

Durango 2.18.15

Priorities



**The statements used to define "Marketing and Communications" include: "Marketing;" "Media advertising and other;" "Education of the public of misconceptions"*



Assumptions

Questions: What are your assumptions about Colorado Nonprofit Association? What do you think we are doing?

- Advocacy

- Denver-centric

- Education
- Fall Conference
- Meetings
- One-stop shop
- Training
- Enforcing regulations
- Help with insurance
- Networking
- Resource for finding funders
- We (Colorado Nonprofit Association) assumes that everything that works in Denver, works in Durango

Durango is the only community to assume we enforce regulations. This is not something the Colorado Nonprofit Association engages in.

Membership

Questions: What do you want or expect from your membership with Colorado Nonprofit Association?

- Affinity groups by job
- Business expo for nonprofit members
- Mentoring program
- Affinity groups by work
- Increase network opportunity
- Provide nuts and bolts of fundraising

Requesting affinity groups in multiple forms and networking opportunities was the most frequently mentioned membership expectation in the Durango area.

Expectations

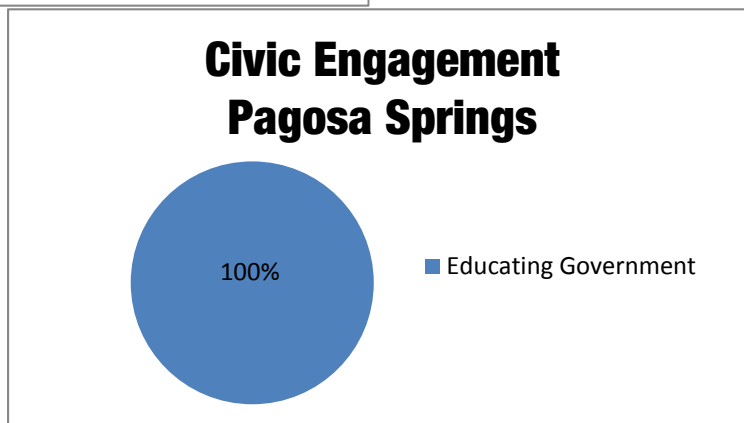
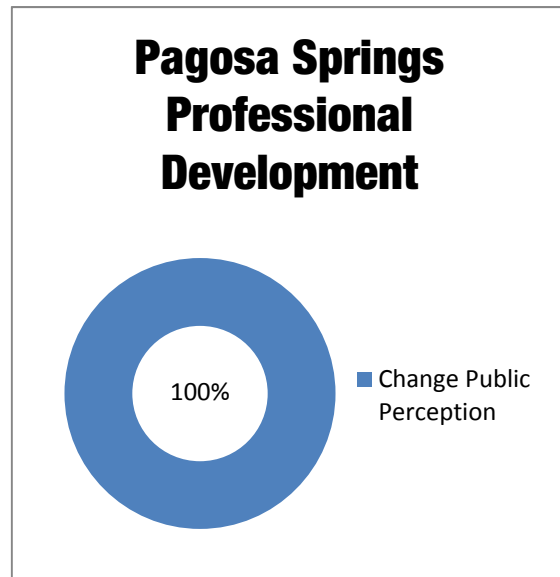
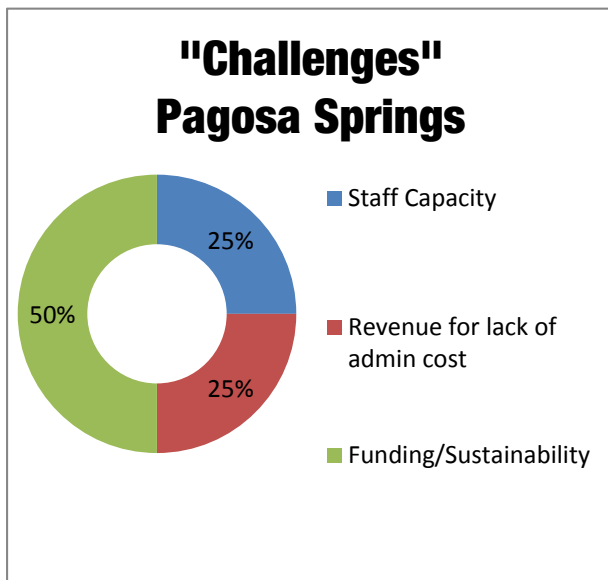
Questions: What do you expect Colorado Nonprofit Association to be doing? What do you want from Colorado Nonprofit Association?

- Act as a representative for all nonprofits on government issues
- Do joint events/trips with CRC
- Newsletters
- Outreach in statewide manner
- Provide legal counsel
- Stay at forefront statewide and national issues
- Work with educational entities
- Communicate legislative actions
- Help with networking
- Online classes
- Provide board trainings
- Provide networking opportunities
- Trainings

As noted with membership expectations, again we heard the need for networking opportunities.

Pagosa Springs 2.18.15

Priorities



Assumptions

Questions: What are your assumptions about Colorado Nonprofit Association? What do you think we are doing?

- No difference between Colorado Nonprofit Association and Community Resource Center

Membership

Questions: What do you want or expect from your membership with Colorado Nonprofit Association?

- Collaborative Model
- Insurance
- Newsletter
- Trainings/webinars

Expectations

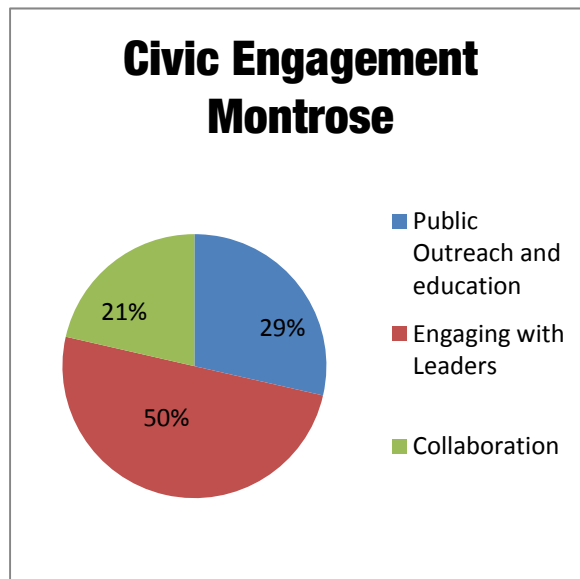
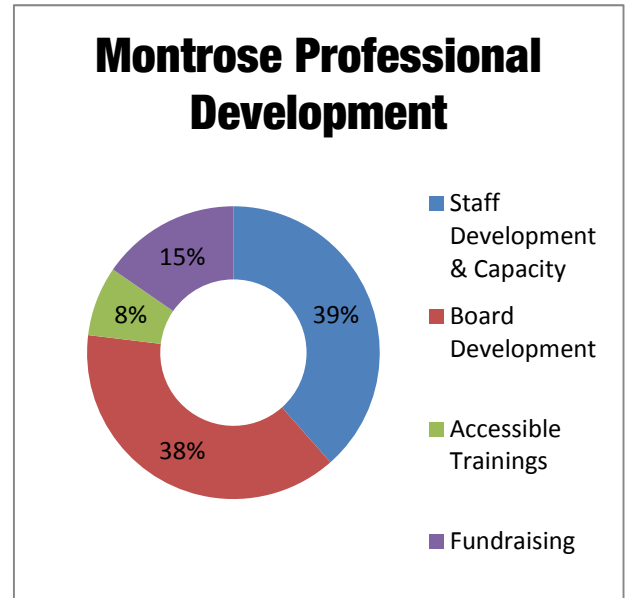
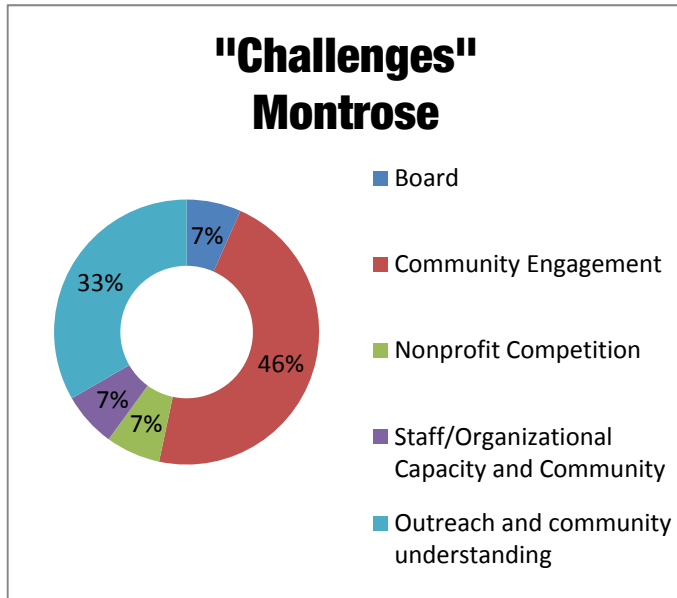
Questions: What do you expect Colorado Nonprofit Association to be doing? What do you want from Colorado Nonprofit Association?

- Advocacy
- Webinars
- Templates/forms

Pagosa Springs had a small attendance and shared their view that Colorado Nonprofit Association provided services they would not find elsewhere.

Montrose 2.19.15

Priorities



Assumptions

Questions: What are your assumptions about Colorado Nonprofit Association? What do you think we are doing?

- Assumption of knowledge
- Communicate
- Build capacity
- Denver Centric

- Focused on larger organizations

While in Greeley we heard Colorado Nonprofit Association was for smaller nonprofits, in Montrose attendees assumed we are focused on larger organizations.

Membership

Questions: What do you want or expect from your membership with Colorado Nonprofit Association?

- | | |
|--|---------------------------------------|
| ▪ Advocacy | ▪ Education community on media |
| ▪ Board training | ▪ Help find someone to write grants |
| ▪ Facilitate regional convenings/affinity groups | ▪ One-stop shop |
| ▪ Help with grant writing | ▪ Strategize marketing for nonprofits |
| ▪ Regional discounts on products/services | |

While not stated in other communities, Montrose attendees requested grant writing assistance as a benefit.

Expectations

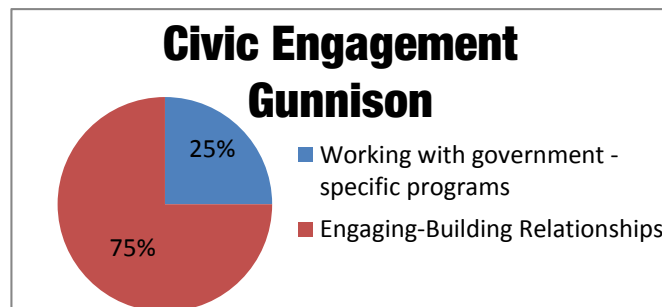
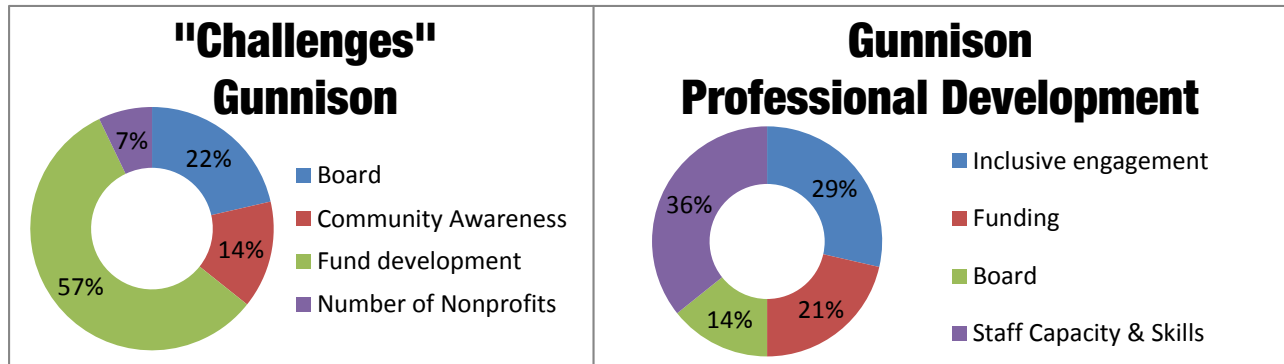
Questions: What do you expect Colorado Nonprofit Association to be doing? What do you want from Colorado Nonprofit Association?

- | | |
|---|---|
| ▪ Create affinity groups | ▪ Directory of members |
| ▪ Help develop messages so organizations are not lost | ▪ Know what small rural is |
| ▪ Learn the character of regions | ▪ Maintain engagement – exclusive of emails |
| ▪ Understand difference between communities and ski communities | ▪ Understand needs of rural communities |

Montrose was specific about the need for Colorado Nonprofit Association to be knowledgeable about various areas of the state – stating “Learn the character of regions,” “Know what small rural is,” “Understand needs of rural communities” and “Understand difference between communities and ski communities.”

Gunnison 2.19.15

Priorities



Assumptions

Questions: What are your assumptions about Colorado Nonprofit Association? What do you think we are doing?

- Advocate
- Convener
- Provide resources
- Trainings
- Connector
- Insurance offerings
- Thought staff was larger than 10
- Umbrella organization

Gunnison was the first community to ask Colorado Nonprofit Association moderators how many are employed by the organization. There was genuine surprise that we are a staff of 10 since we provide many programs and services.

Membership

Questions: What do you want or expect from your membership with Colorado Nonprofit Association?

- Connect with other nonprofits
- Credibility

- Discount on grants guide
- Insurance
- WANT: benefits to staff
- Education
- Newsletter

Gunnison was the only community to mention that Colorado Nonprofit Association membership provides credibility to member nonprofits.

Expectations

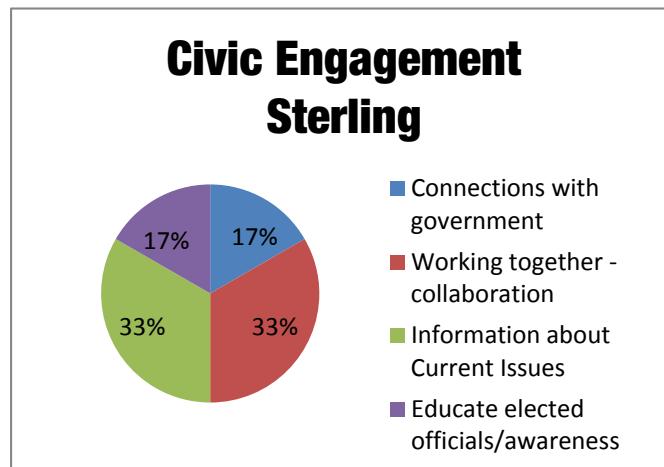
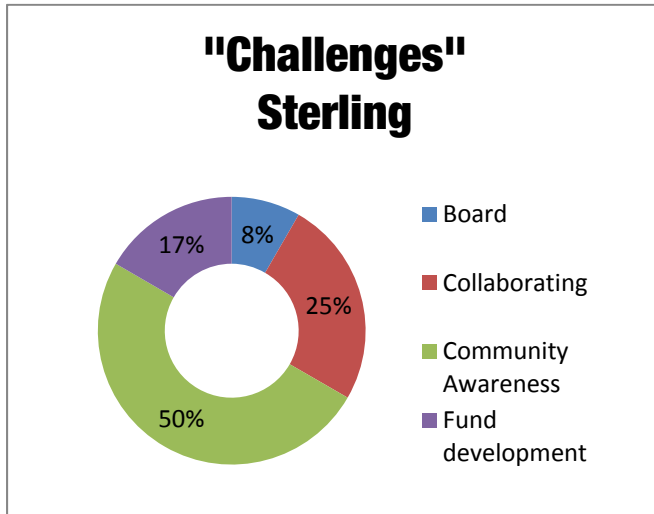
Questions: What do you expect Colorado Nonprofit Association to be doing? What do you want from Colorado Nonprofit Association?

- Act as trade association
- Create forum for discussion
- Newsletter
- Provide resources statewide
- Advocate for nonprofits
- "How to" advice
- Provide information
- Update on public policy

With the exception of creating a forum for discussion, it appears that Colorado Nonprofit Association is fulfilling a majority of Gunnison's expectations.

Sterling 2.24.15

Priorities



Assumptions

Questions: What are your assumptions about Colorado Nonprofit Association? What do you think we are doing?

- Annual meeting
- Fall Conference
- Help with funding sources
- Nonprofit Day at the Capitol
- Trainings
- Watch nonprofit market trends
- Events
- Good communications
- Listserv
- Stay current on nonprofit topics
- Watch legislative issues
- Work with other state associations

The attendees from Sterling have a good understanding of the work Colorado Nonprofit Association does – mentioning advocacy and events.

Membership

Questions: What do you want or expect from your membership with Colorado Nonprofit Association?

- Affordable
- Business relationships
- Connector
- More fun work: updates, assistance, concerns
- Resources
- Business to business (B2B) event in Sterling
- Coordinate with Chamber
- Discounts
- Legislative resources

Attendees in Sterling believe we make their work more fun by providing updates, assistance and hearing concerns.

Expectations

Questions: What do you expect Colorado Nonprofit Association to be doing? What do you want from Colorado Nonprofit Association?

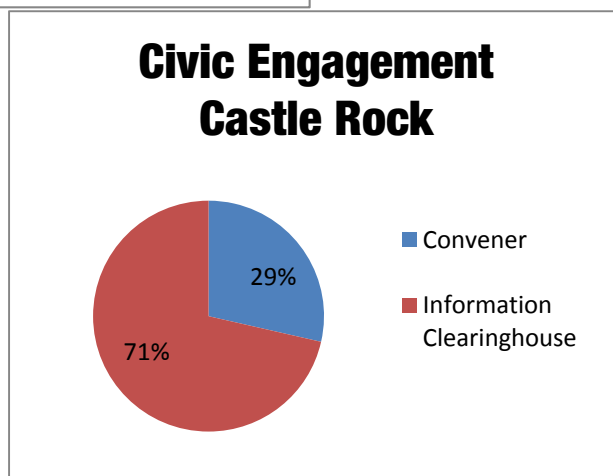
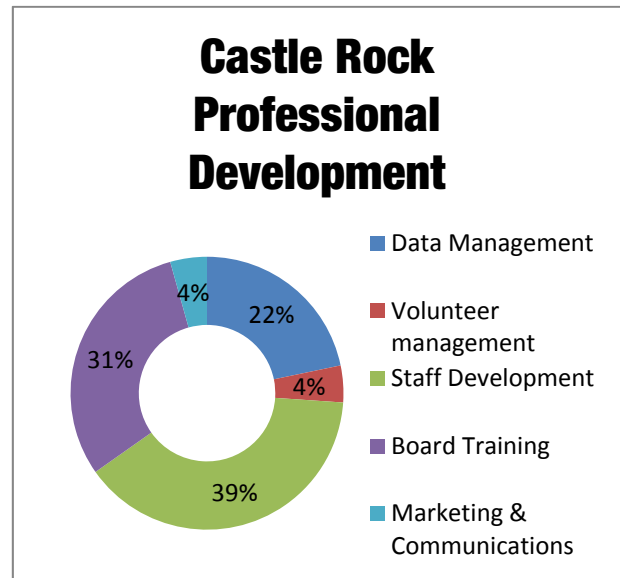
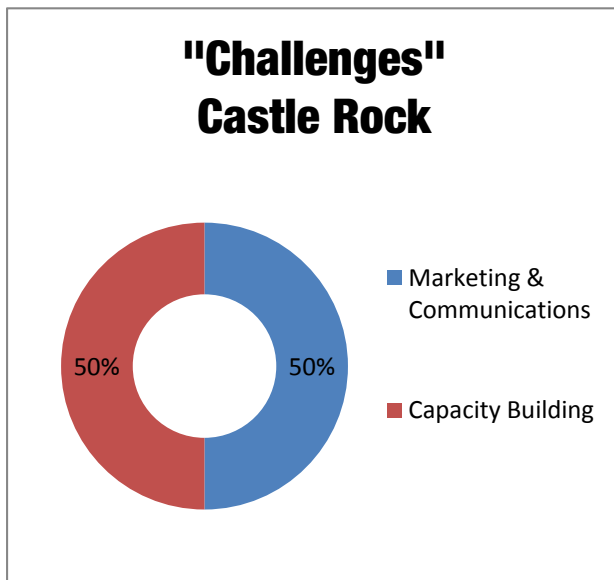
- Accessible
- Ask questions
- Get feedback
- Help with legislative issues
- Knowledgeable
- Personable
- Affordable
- Be aware of difference between rural and city
- Have more webinars
- Host back-to-back trainings in Denver to make travel worthwhile
- Make trainings cost effective
- Reliable Resource

A new expectation presented in Sterling – hosting trainings back-to-back – making travel from the northeast corner to Denver worthwhile.

A reporter from *Sterling Journal Advocate* attended and reported on the Member Summit. journal-advocate.com/news/ci_27600293/membership-org-seeks-input-from-local-nonprofits.

Castle Rock 2.27.15

Priorities



Assumptions

Questions: What are your assumptions about Colorado Nonprofit Association? What do you think we are doing?

- Advocacy
- Pooling resources
- Promote funding opportunities
- Translate laws
- Voice of sector
- Collect data
- Promote awareness
- Training offered
- Umbrella

In Douglas County, Castle Rock represents the southern portion of the metro Denver area. Castle Rock was the only community to assume we promote funding opportunities.

Membership

Questions: What do you want or expect from your membership with Colorado Nonprofit Association?

- Affinity groups
- Group purchasing
- Resource directory
- Segment information based on size
- Templates and tutorials
- Bigger member savings
- Inform on important bills
- Scholarships to national conferences
- Survey members

Many services Castle Rock Association provides to all nonprofits – be they members or not – were noted as member-only expectations including resource directory, templates, and advocacy (inform on important bills).

Expectations

Questions: What do you expect Colorado Nonprofit Association to be doing? What do you want from Colorado Nonprofit Association?

- Be ahead of curve on public policy
- Broad reach
- Compare trends
- Give members a voice
- Best practices
- Clear communications
- Experts
- Realistic costs
- Trainings

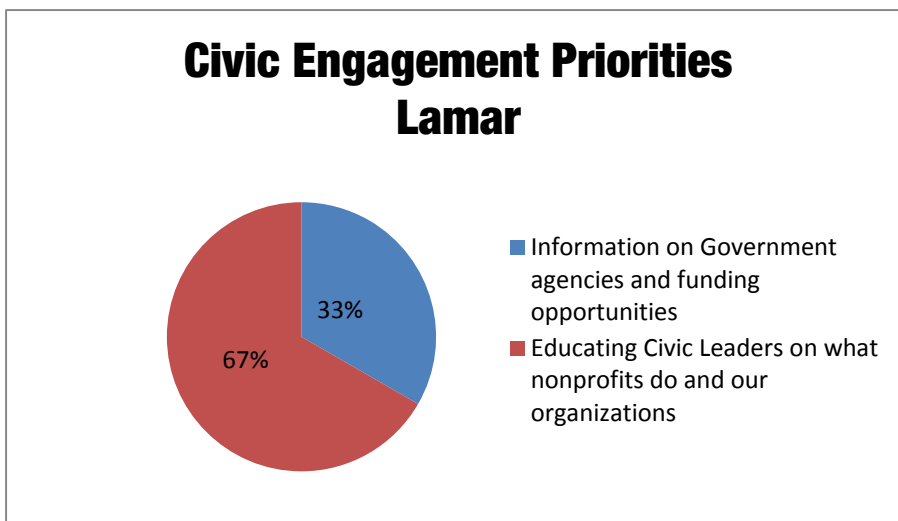
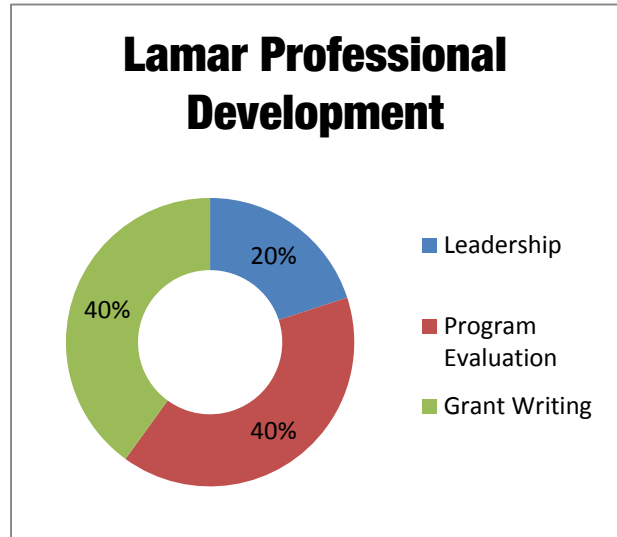
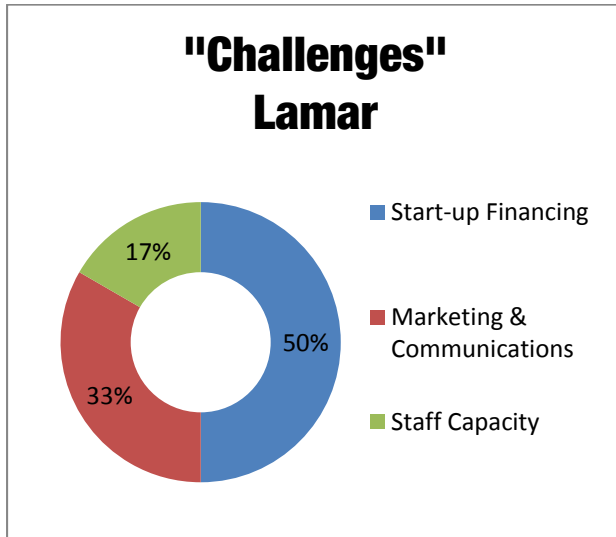
Colorado Nonprofit Association currently provides many of the practices and services expected by Castle Rock attendees.

La Junta 3.4.15

Due to weather conditions, only one individual attended the La Junta Summit.

Lamar 3.5.15

Priorities



Assumptions

A smaller group in Lamar, many of whom are less engaged with Colorado Nonprofit Association, resulted in conversation that most could not make assumptions about our work, but did express expectations as to what we should do:

- Board trainings
- Grant writing education
- Quick assistance
- Writing nonprofit bylaws
- 501(c)(3) startup assistance
- Help education on funding opportunities
- Sample policies and templates