

YWCA ONLINE RESOURCE LIBRARY: NEW POSTINGS

January 2020

Below please find the resource library's newest postings - this index highlights and provides easy access to the latest additions. Anyone having *any* trouble accessing a resource, looking for a resource, or needing a different format is encouraged to contact Martha Breunig: mbreunig@ywca.org for assistance.

Visit YWCA USA's Online Resource Library Often!
15 YWCA-Tailored Categories 100+ Topics 700+ Postings

PLEASE NOTE: Some of the resources will be downloads and show at the bottom of your screen – others will open directly to the file. And, after choosing a folder on the 'folders page,' remember to look to the right and top of the screen for the list of postings in that category. When accessing a resource from the folders page, viewers may need to double click on the resource title.

Resource Library Category	> Topic	Resource Title and Live Link	Description
 <p>YWCA Mission Presentations and Reports</p> <p>YWCA Mission Minute Cards and YWCA mission related research profiling the status of and needs among those being served by YWCA</p>	> General Reports on Timely Topics	What We Saw in 2019 That Matters for 2020 and Beyond	From Nonprofit Quarterly, 12 trends leaders throughout the sector should keep in mind during the new year. The report announces a pivot to a more generative design role in democracy and that we must hold ourselves to greater account when it comes to inclusivity and equity
		Gen Z Core Values: What You Need to Know	Generation Z's core values are different than those of previous generations-information nonprofits need to know in order to successfully engage them.
	> Racial Justice, Civil Rights and Equity - General	The Job of Reckoning, Repair, and Change: How Business Leaders Can More Effectively Advance Racial Equity and Competitive Advantage	An article from FSG (Foundation Strategy Group) that profiles business leaders and pressures they are facing to address societal issues as part of core business practices. The article includes three recommended actions, actions that YWCAs could help businesses implement.
	> Racial Justice and Civil Rights Among Girls and Youth	How Classroom Discipline Perpetuates Racial and Gender Biases	From Stanford Social Innovation Review, research scrutinizing classroom dynamics and showing how school practices contribute to gendered status beliefs. If you encounter any difficulty accessing this resource please contact mbreunig@ywca.org

Continues....

Resource Library Category	> Topic	Resource Title and Live Link	Description
 <p>Fundraising, Capital Campaigns, and Grant Writing</p> <p>Overviews, approaches and examples of successful funding initiatives.</p>	> Fundraising Guides	Fundraising Events: Closing the Gap Between Planner and Donor Expectations	From GiveSmart, a report outlining what event donors usually care about, what event planners prioritize, and how to better understand donors' expectations to maximize success.
	> Fundraising: General Information and Reports	The Redefinition of Philanthropy. A Black Woman's Guide	A podcast from Nonprofit Quarterly about how Black women are redefining the meaning of philanthropy and how race and gender are affecting and inspiring their work. The discussion takes place among four leaders in philanthropy and impact investing.
	> Fundraising Tips and Tools: General Fundraising Strategies	5 Modern Twists on Classic Fundraising Strategies	A list of modern technology tips to update classic fundraising strategies that bring in supporters but can be monotonous.
		Nonprofit Impact: 5 Ways to Improve Your Impact Report	Demonstrating impact creates a trusting relationship between the organization and the community as well as cultivates support from both current and potential donors. This article outlines ways to better communicate the organization's goals and impact and keep its mission moving forward.
	> Fundraising Tips and Tools: Donor Tracking and Relations	Moves Management: Targeted Communication Strategies for your Donor Pipeline	A graphic showing how to stay connected with donors at every stage of your fundraising program.
	> Fundraising Tips and Tools: Major and Recurring Gift Strategies	How to Discover and Engage Major Donors E-Book	From Donor Perfect, a guide outlining major donors' motivations along with four key engagement strategies.
 <p>YWCA Excellence, Capacity Building and Planning</p> <p>Keys to organizational advancement and strength along with pathways to follow.</p>	> What Makes an Effective Nonprofit	Redefining What Leadership Means to Today's Nonprofits	From Nonprofit Pro, the end-of-year 2019 Nonprofit Leadership Impact Study. The report presents why, going forward, strategic planning is essential for nonprofits to meet their long-term goals, which fundraising tactics are likely the most effective for your donor base, how to utilize technology to build better donor relationships, and tips for strengthening boards of directors.
		Performance Imperative: For Small Nonprofits	From Leap Ambassadors, proven steps to help smaller nonprofits move forward.

Continues...

Resource Library Category	> Topic	Resource Title and Live Link	Description
 <p>YWCA Excellence, Capacity Building and Planning Keys to organizational advancement and strength along with pathways to follow.</p>	> Strategic Planning Overview, Tools and Models	Engaging Boards and Trustees in Strategic Learning	From FSG (Foundation Strategy Group) a link to three free downloadable resources- to spark and/or update organizational leaders' strategic thinking and planning processes. The resources are principally designed for foundations but are also highly relevant to nonprofits. The report, toolkit, and brief expand on the idea that affecting social change in a rapidly changing political environment and an increasingly interconnected world requires a learning orientation and that without it, boards and trustees become out of touch with what is working where, with whom, and why, as well as what changes or refinements are needed in order to achieve desired results.
 <p>Board Vitality Information covering YWCA boards of directors and their fiduciary, strategic and generative roles and responsibilities.</p>	> Building and Sustaining a High Functioning Board	Four Fruits of Disagreement	An excerpt from the book, <i>Why Are We Yelling?</i> that explores how to navigate conflict. If you encounter any trouble accessing this website please contact mbreunig@ywca.org
		Securing the Board of Directors You Deserve	An article with tips from Kay Sprinkel Grace, principal at Transforming Philanthropy, for creating and sustaining a stellar board that carries out its major role in fundraising.
 <p>Staff and Volunteer Vitality Information covering YWCA staffing, performance, retention and succession planning.</p>	> Staff Leadership and Teambuilding	About World Changing Work: The Modern Nonprofit Professional's Experience	Results of a recent Classy survey among over 1,000 nonprofit staff. Presented are perspectives on challenges, observations and hopes for the future across the modern nonprofit landscape.
		Reinforcing Mission and Purpose Through Employee Engagement	This guide, from NonProfit PRO, discusses traits essential to organizational success, the key ones being staff members that are highly engaged, passionate and enthusiastic and who can easily coalesce as they work to carry out the mission.
	> Volunteers	Recruiting Nonprofit Volunteers: The Landscape of Platforms and Services	How technology can help to find, recruit, and engage volunteers who want to help nonprofits whose missions they support succeed.
 <p>Program Vitality Overviews, approaches and examples of successful YWCA mission-related program initiatives and impact strategies.</p>	> Curriculum & Service Resources: Women's Programs Including Economic Advancement	Women in Retail: 12 Ways to Help Women Advance to Management	From Harvard University, Tel Aviv University and Catalyst, research that identifies 12 actionable and evidence-based practices in 3 main areas to help women advance from hourly, entry-level retail jobs to the first level of management and to help companies move from commitment to action on gender equity.