

YWCA ONLINE RESOURCE LIBRARY: NEW POSTINGS

November-December 2018

Below please find the resource library's newest postings. For a handy desk reference and *complete* list of YWCA Online Resource Library postings, click on the Resource Library Index link in the section at the top right of each RL page.

Looking for a resource and don't see it or need a different format? Please contact Martha Breunig at mbreunig@ywca.org.

PLEASE NOTE: Some of the resources will be downloads and show at the bottom of your screen – others will open directly to the file.

Resource Library Section > Sub Section	> Category	Title and Live Link	Description
Mission Vitality and Leadership Development Mission Related Research Summaries, Reports, and Presentations	> Mission Minute Series	November 2018 Mission Minute Card: Honoring Women Military Veterans - PDF Honoring Women Military Veterans - JPEG Front Honoring Women Military Veterans - JPEG Back	Designed for wide distribution, this post card handout (and web post version) provides a quick look at challenges our female veterans face as well as suggestions for action.
	> Challenges re: 2018's Federal Tax and Policy Changes	Race, Wealth and Taxes: How the Tax Cuts and Jobs Act Supercharges the Racial Wealth Divide	From Prosperity Now, this report provides a quantitative analysis that examines racial implications of the Tax Cuts and Jobs Act and how these tax cuts reward existing white wealth at the expense of households of color, poor households and a stalled middle class.
Financial Vitality > Short Term Budgeting and Initiatives Planning > Long Term Financial Planning and Sustainability, including Social Enterprise, and Contingency Planning	> YWCA Mission-Based Annual and Initiative Budgeting	YWCA Budgeting Process	UPDATED overview of YWCA's budgeting function
		Budget Development Template	UPDATED sample worksheets to figure YWCA operations budgets, unit costs, unit income and capital project budgets.
		Links to Additional Budgeting Resources	UPDATED web links for resources covering budget development
	> Financial Sustainability, a Strategic Approach	About Financial Sustainability	UPDATED overview of four core elements of YWCA financial sustainability
		Sustainability Strategies for Challenging Times	From Morrison Nonprofit Transitions, seven sustainability strategies to consider during low functioning economies
		Beyond Financial Oversight to Sustainability	UPDATED description of the board's role in ensuring financial sustainability, benchmarks for sustainability-oriented boards
		Dual Bottom Line Matrix Map Tool	UPDATED: From Zimmerman's Nonprofit Sustainability, a walk-through guide to the Dual Bottom Line Matrix Tool and its use

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Financial Vitality > Long Term Financial Planning and Sustainability, including Social Enterprise, and Contingency Planning <i>Continued....</i>	> Social Enterprise	Social Enterprise Overview	UPDATED description and examples of nonprofit social enterprises
		Social Enterprise Business Structures	UPDATED descriptions of L3c and Benefit Corporations
		Nonprofit-Corporate Partnerships: A New Framework	From the Stanford Social Innovation Review, a framework to help nonprofits effectively partner with the business sector; it focuses on who, when, and how to engage businesses in social change.
		Links to Additional Social Enterprise Resources	UPDATED web links for resources about nonprofit money generating businesses, along with social enterprise assessment and planning outlines.
	> Contingency Planning	Sample Contingency Plan	Sample contingency plan from YWCA Hartford Region
		Financial Contingency Plan: Scenario Worksheets	From the Nonprofits Assistance Fund, a scenario-based tool with built-in formulas for YWCAs to use to identify where there may be income shortfalls or expense overruns, the likely impacts, and viable strategies to minimize disruptions or negative effects on their capacity. A sample is included as well as a blank template. This resource should be used in conjunction with the Dual Bottom Line Matrix Map Tool, the Contingency Plan and Risk Management Overview, and Sample Contingency Plan.
		20 Emergency Funding Strategies	UPDATED chart with 20 strategies, descriptions and steps for implementation.
	> Links to Additional Financial Planning and Sustainability Resources	Links to Additional Financial Planning and Sustainability Resources	UPDATED web links for resources covering operating reserves and their relation to financial stability, new ways of financing programs, government contracting, finding your funding model, essentials for financial sustainability, scaling impact, sustainable business models, Balanced Scorecard tool, powering social change, and building adaptive capacity.

Resource Library Section > Sub Section	> Category	Title and Live Link	Description
> Fundraising and Fund Development, Including Capital Campaign Planning	> YWCA Fundraising: General Information	A Whole Community Faces One United Way's Realities	An article profiling how the Greater Twin Cities United Way has seen its campaign revenue drop by 25 percent in four years, and how this reality has changed the tenor of conversations with local nonprofit partners.
		3 Things Learned About Recurring Giving From 115 Nonprofits	This recent survey report sheds light on recurring giving donor experiences and provides ideas to optimize one's own program.
		Millennials and Impact Investing: A Striking Pair for a Broadening Sector	From Forbes, an article profiling how millennials are becoming investors and therefore finding a natural fit with social impact opportunities.
		Board Member Fundraising Cheat Sheet	From Guidestar, a quick recounting of the most important fundraising truths board members and fundraising volunteers need to know to do their fundraising job well and even make it enjoyable.
		4 Smart Ways Nonprofits Can Tap Into Corporate Giving	From Classy.org, tried and true tips to secure corporate contributions.
		The Ultimate Online Giving Campaign Planning Kit	From Classy.org, a guide outlining five key components of an effective online fundraising plan. An example campaign is included.
YWCA Excellence, Capacity Building and Strategic Planning			
> What Makes an Effective Nonprofit		Performance: Best Practices	The Performance Practice helps nonprofit leaders leverage the Performance Imperative Framework as a foundation on which to learn and improve. This guide for achieving high performance profiles concrete behaviors and specific practices needed to build strengths in the areas of excellence, leadership, management, programs and strategy, financial sustainability, learning culture, internal monitoring, and external evaluation.
Board Vitality			
> YWCA Board Member Roles and Responsibilities, Orientation Presentations and Committee Job Descriptions		Nonprofit Board Committee Structure and Functioning: A Guide	From BoardSource, a comprehensive resource with tips and tools to create an effective organizational committee structure. References to governance, executive, development, financial and advisory committees are included.
> YWCA Board Governance		Keeping it Ethical	An Independent Sector blog, with quick tips drawn from and expanding on the Principles for Good Governance and Ethical Practice resource.
> Building and Sustaining a High Functioning Board	> YWCA Board Development	Board Stewardship for Mission Effectiveness and Performance	Compiled by Leap of Reason Ambassadors from across the country, this resource lists recommendations for making mission effectiveness, outcomes, and evaluation processes a board priority.

Resource Library Section > Sub Section	> Category	Title and Live Link	Description
Program Vitality > Service, Program and Curriculum Samples	> STEM and STEAM Programs	Using CSR and Philanthropy to Close the Gender Gap in Tech: Rebooting Representation	From Melinda Gates and McKinsey & Company, an in-depth report profiling how tech companies approach philanthropic and corporate social responsibility initiatives focused on closing the gender gap in tech. The report includes an overview of the significant potential for tech companies to use their leverage to drive progress, especially for tech's most underrepresented group: women of color.
Communications and Promotion Strategies > Social Media	> Social Media as an Engagement Tool	25 Twitter Tips for the Modern Nonprofit	From Classy.org, a review of what content performs best for engaging new audiences using Twitter.
Operations & Policies > Buildings and Grounds > Records Security and Retention		YWCA Real Estate Management Summit Recap Records Retention Chart	Listing of and live links for resources and presentations made at YWCA USA's October 2018 Real Estate Summit. UPDATED table listing usual YWCA documents with suggested security, retention, and disposal procedures.