

THE CHAPTER DISPATCH

July 2007

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6301 Ranch Dr
Little Rock, AR 72223
Phone: (501) 225-2229; fax: (501) 221-9068
Website: www.cmsa.org; email: cmsa@cmsa.org

Membership/Chapter Services Contacts:

Nikki Jackson, 501-673-1121 njackson@acminet.com
Toni Sullivan, 501-673-1110 tsullivan@acminet.com
Michele Lee, 501-673-1120 mlee@acminet.com

AT A GLANCE – Important Dates

2007 CALENDAR

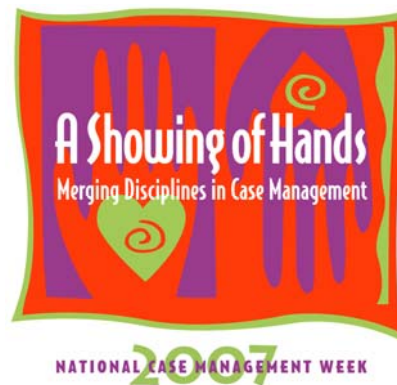
Aug 31	End of Fiscal Year- Begin year end Financial Reports
Oct 3-5	Collaborative Practice Summit
Oct 31	National Board Nomination Deadline
Oct 7-13	National Case Management Week

2007 National Case Management Week!

Make plans now for *National Case Management Week 2007!* “*A Showing of Hands*” is the theme, so begin plans to celebrate the week of October 7 – 13 to help promote case management and bring attention to the contributions that case managers make to the healthcare industry.

Products this year will include:

- Heart-Shaped pins “Case Managers Hand in Hand”
- Luggage Tags with CM week Logo
- Retractable Name Tag Holders
- Mouse Pads with CM Week Logo
- T-Shirts with CM Week Logo
- Coffee Mugs with CM Week Logo
- CM Week Posters (8^{1/2}x 11” 11x 14”)



Also, visit the official National CM Week website at www.cmsa.org for information on to assist you in planning your CM week events:

- Online tools, such as, flyers, advertising, poster graphics, and guides
- Ideas for planning an event
- How to recognize the case managers in your Chapter or organization
- How to design your own local National Case Management Week promotional piece
- What other organizations support National Case Management Week
- Sample proclamation request letters.

Now is the time to begin working on your chapter to receive a proclamation from your governor.

2007-08 CoP Facilitators

CMSA’s Communities of Practice (CoP) is a great way for CMSA Members to network with other members while sharing resource, files, links and ideas to improve the processes in their organization and career. These Communities could not be possible without the support and time of our CoP Facilitators. Many thanks to those who were willing to step up to the plate for 2007-08!

Meet your 2007-08 CoP Facilitators:

Acute Care Hospital	Bk Kizzar, Terri Payne, and Paula Benson
Disease Management	Cris Walter
Entrepreneur	Bill Kotowski
Managed Care	Patti Grady and Stephanie Beene
Post-Acute Care	Cheryl Acres
Social Work/Behavioral Health	Rachel Happel & Cathy Kauffman-Nearhoof
Work Comp	Karen Peters
Integrated Care Management	Denise Foley

To signup & participate in a CoP, go to www.cmsa.org, under Membership, then Communities of Practice.

IRS Presents Draft Redesign of Form 990

The IRS has released for public comment a discussion draft of a redesigned Form 990, *Return of Organizations Exempt from Income Tax*, filed by many public charities and other exempt organizations. The discussion draft constitutes a significant redesign of the form, which has been revised only on a piecemeal basis since 1979. The IRS anticipates using the form for the 2008 tax year (returns filed in 2009). The proposed redesign does not affect the other forms in the IRS Form 990 series; however, through this process, we are requesting comments on filing thresholds with respect to some of these forms. IRS officials will discuss the revision in a [telephone forum](#) on July 18 and 19, 2007.

Questions concerning the redesigned form and instructions should be e-mailed to the IRS at Form990Revision@irs.gov; or mailed to Form 990 Redesign, ATTN: SE:T:EO, 1111 Constitution Ave., N.W., Washington, DC 20224. Comments are due no later than September 14, 2007.

The redesign of Form 990 is based on three guiding principles: enhancing transparency, promoting tax compliance, and minimizing the burden on the filing organization.

- Enhancing transparency means providing the IRS and its stakeholders with a realistic picture of the organization and its operations, along with the basis for comparing the organization to similar organizations.
- Promoting compliance means the form must accurately reflect the organization's operations and use of assets, so the IRS may efficiently assess the risk of noncompliance.
- Minimizing the burden on filing organizations means asking questions in a manner that makes it relatively easy to fill out the form, and that do not impose unwarranted additional recordkeeping or information gathering burdens to obtain and substantiate the reported information.

Additional information

- [IR 2007-117: IRS Releases Discussion Draft of Redesigned Form 990 for Tax-Exempt Organizations](#)
- [Highlights of the Draft Redesigned Form 990](#)
- [Background Paper on Draft Redesigned Form 990](#)
- [Summary of Schedules and Filing Profile](#)
- [Highlights of Schedules and Filing Profile](#)
- [Draft Redesigned Form 990, Schedules and Instructions](#)

CHAPTER REMINDERS

Chapter Leadership Workshop Highlights

This year's chapter workshop identified ways to increase your chapter's knowledge and resources. Discussions included getting members more involved, leadership retreats, board issues, member recruitment, and planning solid educational programming. But, there was also time to talk to and ask questions to the presenters, other chapters, and CMSA staff. In addition, two of the sessions with Barbara Dunn Esq, CMSA's Legal counsel, and Michael Hoehn CMSA's Marketing Consultant were recorded.

Pat Agius, 2006-07 CPC Rep, oversaw the flow of the workshop and facilitated the program. Below are the leaders who presented on various topics:

Strengthening Educational Programming & Dealing with CE Process – Cris Walter, Cincinnati
How to Broaden CMSA Membership in other CM Disciplines- Karen Coish Mackey, New England
How to Train Board Members and Utilize Staff Resources – B.K. Kizziar, Dallas
Conference Planning: Key Steps in Planning a Good Conference – Kathleen Fraser, Houston
Protecting Your chapter: A Look at Incorporation Responsibilities – Barbara Dunn, Esq
How to Strategically Promote CMSA- Michael Hoehn

The speakers did a great job of presenting and put a lot of preparation into their portion of the program. Attendee feedback on the workshop was very high. The leaders really enjoyed the opportunity to talk to other leaders and share ideas and resources. Chapters were encouraged to keep the dialogue year round on the Chapter Presidents' Council forum.

CPC Meeting Highlights

The Chapter Presidents' Council Meeting is held every year at the Annual Conference. This year's meeting was held Wednesday, June 20, 11:45a – 1:15p. The CPC is made up of affiliate chapter presidents, vice-presidents and president elects. Below are highlights of the recognition that took place during this meeting:

Innovation Award Winners

The 2007 Innovation Award Winners were announced. Please join us in congratulating this year's winners:

- 1) *Award of Excellence for Chapter Conference*
Case Management Society of Central Arizona
- 2) *Award of Excellence for Membership Development*
Hudson Valley Chapter of the C.M.S.A.
- 3) *Award of Excellence for Best Use of Technology*
Tennessee Valley Chapter of Case Management Society
- 4) *Award of Excellence for Chapter Educational Program*
Southern Ohio Valley Chapter of CMSA
- 5) *Award of Excellence in Print*
Case Management Society of Central Arizona

New CPC Rep

The results of the 2007-08 CPC Rep election were announced and Cheryl Humphrey was inducted to the CMSA National Board as the Chapter Presidents' Council Rep and a Director. She is very excited about her role and is looking forward to working with each of the chapters. She will be your voice to the Board on chapter issues. Feel free to contact Cheryl directly, at cherylhumphrey@comcast.net.

Anniversary Milestones

This year, many chapters were recognized for their anniversary milestones during the CPC Meeting. Congratulations on your hardwork and commitment to CMSA!

Celebrating 5 years:

1. Memphis, TN

Celebrating 10 years:

1. San Francisco, CA
2. Detroit, MI

3. St. Louis, MO
4. Jackson, MO
5. Greensboro/Pinehurst, NC
6. Knoxville, TN
7. Montpelier, VT
8. Madison, WI

9. Woodbridge, NJ

Celebrating 15 years:

1. Dallas/Ft Worth, TX

Membership Growth

Membership growth is compared from April 30 to April 30 to determine which chapters increased their number of members over the past year (*not number of new members*). The chapters are divided into categories and are compared by percentage of growth.

30 - 50 Members	% change	# increased
NV – Reno(new)		27
51-100 Members		
NC - Greensboro	47.06%	24
NV – Las Vegas(new)		75
TN- Memphis	23.61	17
PA-Danville	51.11	23
101-200 Members		
AZ - Phoenix	18.05%	24
CO-Denver	20.13%	32
MN - Minneapolis	26.09%	24
NC-Charlotte	42.67%	32
OH - Cincinnati	44.64%	50
TX-San Antonio(New)		113
Over 200 Members		
MD- Chesapeake	23.00%	49
NY-Hudson Valley	80.17%	93
PA-Philadelphia	15.34%	48
OK- OK City/Tulsa	24.70%	41
WA-Seattle	17.03%	31

Lunch was provided by **Orthofix, Inc** this year for the president, vice-president and president-elect leaders in attendance. Many thanks to our sponsor! **For more information on Orthofix, Inc. visit www.orthofix.com.**

Membership Meeting – Jun 22, 4:30p – 5:30p

CMSA's 2006-07 President Connie Commander and 2007-08 President Peter Moran delivered updates on membership benefits and activity over the last year, plus a look ahead. The Annual Membership Meeting is when the new and old board members officially transition for the next year. During this year's meeting, some slight changes to the National Bylaws were presented and voted upon. The results were unanimous to accept the changes. Peter also introduced the new Ambassadors Program for chapters needing assistance with membership outreach. There was also time set aside to ask the National Board questions from the membership. Thanks to the sponsor, American Medical Response, who sponsored drinks and desserts were provided for the meeting.

Ask Barbara!

In response to the great presentation by Barbara Dunn, Esq., CMSA's Legal Counsel's, at the Chapter Leadership Workshop we will now have a ask Barbara section in the Dispatch. She will provide various articles she has written on the legal issues of an organization. This will also be an opportunity for your chapter to ask

her questions about liability, copyright issues, ect. You can forward any questions that you have for Barbara to Michele Lee, mlee@acminet.com.

Local Chapter Directory

Visit cmsa.org and click on membership, then chapters, then local chapter's directory. Review the information for your chapter to make sure it is current and up to date. This area can be used to post meeting and event announcements, in addition to your local chapter's websites. As current and perspective members of CMSA visit the website they will be able to view events happening in their area. Send updates and notices to njackson@acminet.com.

Chapter Officer Updates

Many chapters have recently undergone elections for a new term. Please be sure to get the names, titles and email addresses of these new officers, board members and committee chairs to CMSA National to update the Leadership Database. This information is used to determine who to include on correspondence, reports, chapter checks disbursement, chapter contact information, etc.... For the official Officer Update Form, please visit www.cmsa.org, under Membership, then Chapters, then Chapter Resources. Please complete and fax to 501-221-9068 or email njackson@acminet.com.

LETTER FROM YOUR CPC REP



Welcome to the CPC forum:

In early June, the current members of the Chapter Presidents Council elected me to serve as their representative to the national CMSA Board. For those of you who weren't on the forum at that time, let me introduce myself.

I'm Cheryl Humphrey, live in Western MA, and have been an active member of the CMSNE board since I joined in 1999. I have a varied background and am currently employed as a Worker's Comp CM/ UR Specialist. Additionally, I'm an Adjunct Professor for an online RN to BSN program.

Welcome to a new year. The year started off with a BOOM in Denver and appears to be one full of new adventures and activity. The CPC Forum can assist you in clarification and implementation as information filters to the local level.

Please read closely all information that may arrive from national. Multiple opportunities are being embraced as CMSA continues outreach to engage with Healthcare professionals, providers, and organizations to maximize Case Managements presence at the 'Healthcare Table'.

Recently, CPC Forum discussion focused on expanding membership on the e-mail group. All that commented agreed that presence of national CMSA Board was welcome and their input is encouraged to supplement that of the local leaders on the Forum.

The purpose of the CPC Forum was to provide a sharing resource/network among current Chapter Presidents and provide a united voice to the National CMSA Board as appropriate. The Chapter current leadership can then carry this back to their members.

Currently, on the CPC Forum is Chapter Presidents, P/E and VP's and all of the National Board of Directors. The actual members of the CPC are the chapter presidents only. For any voting issues, technically, only the chapter presidents can vote. VP and the PE were added to assist their transition into the President role, and to help support the President during their term.

Operationally, you can start a new message to the CPC forum, simply by placing the group address, CMSACPC@yahoogroups.com in the recipient line of your message. If you wish to change how or where you receive your CPC Forum messages, you can do that by going to Yahoo Groups, creating a profile and indicating preferences.

I look forward to getting to know all of you and hope to see you in Orlando next year. Let's have a busy and productive year on the CPC Forum. You can contact me directly at anytime at cherylhumphrey@comcast.net

Cheryl

CHAPTER HIGHLIGHTS

To contact any of the local affiliate or pending chapters, visit www.cmsa.org – under the Membership link choose Chapter.

Official CMSA Chapters

Phoenix, AZ

The Arizona Chapter of CMSA is currently planning their annual conference to be held the second week in September. This annual conference will offer attendees 6.5 CEUs. The chapter has procured a group of very impressive speakers for the event. The title this year is *Thinking Out Of The Box - Innovations In Case Management*.

Los Angeles, CA

The Southern California Chapter of CMSA is sponsoring a CCM Prep Course on October 5th and 6th at Little Company of Mary Hospital in Torrance, California.

Atlanta, GA

CMSA-Atlanta Chapter cares about it's community it serves also by donating \$2000 to a local charity called Dream House for Medically Fragile Children. The organization is located in Conyers, Georgia and has two programs that helps indigent children who need continued medical care in a non-acute care setting. The first program, Family for Keeps™, teaches family members how to care for their child. Many caregivers are foster parents just learning their new roles. The second program, Bridging the Gap™, helps build ramps, cover therapy, and provide medical equipment for these children. Beverly Sell and Linnea Roe from the Dream House for Medically Fragile Children accepts the check from CMSA-Atlanta Chapter President, Janet Stephens. For more information, contact www.dreamhouseforkids.org or www.cmsa-atlanta.com.

Fort Wayne, IN

The Fort Wayne Indiana CMSA chapter will be hosting a seminar on September 26th on NICU management. Dr. Edward Karotkin MD with The Assist Group will be flying in to speak on bronchopulmonary dysplasia, congenital heart disease, ethical issues with NICU care, and cost of NICU care. Dupont Hospital in Fort Wayne is hosting the seminar at their Dupont Road location. Seminar is from 9am to 2:30pm. Call Mary Ann Schaefer 260-691-3226 for additional information.

Indianapolis, IN

The topic for July 18, 2007 monthly meeting is “*So it is JUSTIFIED because...REALLY?! – Ethical Dilemmas in Case Management*”. Becky C. Milan, MSN, CNS, CPNP-AC/PC, Clinical Nurse Specialist, and Certified Pediatric Nurse Practitioner in both Acute and Primary Care is the speaker.

The Officers and Directors of CICMSA are actively involving members to pursue strategies for growth of the Chapter. The ever changing opportunities in the delivery of health care offer advantages for expansion.

Shreveport, LA

Ark-La-Tex CMSA's educational meeting was hosted at Louisiana State University Health Science Center-Shreveport (LSUHSC-S) Friday, June 22, 2007 at 12 noon-1:00 pm. A panel of 9 experts from area Hospices and Home Health Agencies addressed 62 attendees about the admission and discharge criteria and the latest trends with Medicare and Medicaid regulations.

Attendees included RN case managers, Case Manager Directors, Social Workers, Social Worker Case Managers, General care nursing personnel, and nursing students. The 5th level nursing students from Northwestern State University School of Nursing were in awe with the work of case managers and the collaborative efforts of case managers. The students had an opportunity to shadow case managers for a full 8 hour day. What an incredible collaborative and educational experience for the nursing students. Professional practice personnel received 1.0 Continuing Education Unit certificate at the completion of the program and evaluation.

New England, Massachusetts

CMSNE will hold their 18th Annual conference, *Practicing Within the Standards - Legal and Ethical Issues in Case Management* on September 27 & 28 in Manchester, NH. Confirmed Keynote Speakers include John Banja speaking on ethics, Attorney Gayle Sullivan speaking on legal issues, Michael Demoratz speaking to cultural disparity in healthcare and Diane Huber from the CCM Commission speaking on ethical dilemmas and the CCM Code of Professional Ethics. The Call for Papers for breakout sessions and poster has now been completed, and proposals for pre and post symposia are now been accepted. Visit our website for upcoming details. <http://www.cmsne.org/annualconference.htm>

Springfield, MO

The CMSA of Springfield and the Greater Ozarks held its board meeting this month and began planning for the chapter's 10th Anniversary celebration. An annual meeting will be held at the end of the year with a banquet where new officers will be elected. In celebration of the 10th Anniversary, the chapter is planning to make the banquet/annual meeting very special with something to commemorate this special time for each member. The planning of the annual seminar is in the beginning stages.

Omaha, NE

The Nebraska Chapter of CMSA will be hosting the Fall Forum Seminar on September 28th, 2007 in Omaha at the Westside Community Center. Featured speakers this year include Cec Farnsworth, President of Trainco Associates; Renee Hudson, Neuropsychologist at Alegent Health; Brian Young, Technology expert; and two speakers well known in the CMSA community, Mindy Owen and Connie Commander! In addition, the first Nebraska Case Manager of the Year will be announced as well as the results of elections for Board positions. Sponsors include Genentech, Alegent Health, Roche, St. Elizabeth Company Care, Dodge Street Radiology, Excel Physical Therapy, Nebraska Orthopedic Hospital, Merit Medical Evaluations, and Community Rehab Physical Therapy and Sports Medicine and many more!

Rahleigh, NC

The North Carolina triangle chapter of CMSA will be having their bi-annual conference at the RTP Hilton in Durham North Carolina on August 16th and 17th 2007. The theme is "*Case Management-You are the one that I Want*" based on the "*Grease*" theme. There will be prizes awarded to the best dressed attendee. A very diverse group of speakers will present and there will lots of food, networking and fun. If any questions, please refer to the chapter website.

Charlotte, NC

CMSA Charlotte Metro has had wonderful growth. At the National Conference it was recognized for having the 2nd greatest growth for that size chapter.

CMSA Charlotte Metro will not hold Educational Meetings during the summer. The next Chapter Meeting will be in October. The chapter invites everyone to the CMSA Charlotte Metro Chapter 2007 Conference is being held Sept 27th and 28th. Title will be "*The Art of Case Management*" at the beautiful Marriott South Park. Keynote Speakers are Diann Uustal and Susan Rogers RN, BSN, CCM 2006 CMSA National President. See www.cmsacharlottemetro.org.

Las Vegas, NV

Sizzling' Summer Sensations-The Board of CMA-LV is turning up the heat with their current membership campaign by giving an official CMSA pin with all new memberships. The CMA-LV Board, inspired by their recent participation in the DFW-Chapter leadership retreat, is planning a strategic offsite in early August to develop a three year plan for their chapter growth and development. They will be eliciting their members input for this strategic planning session via an email campaign in the month of July. Their upcoming educational forum is July 17th the topic is Pediatric Obesity and the guest speaker will be Dr. Rutu Ezhuthachan with Southwest Medical Associates. The location is SHS Corporate Offices located at 2716 N. Tenaya in the Presidents' Auditorium from 6:00 -8:00 PM. This event is being sponsored by Kindred Hospitals. Future meetings in 2007 are September 18th "innovations in Cardiac Care" and November 13th "Transplant Update". Is Case Management hot in Las Vegas or what? BABY!!

Dallas, TX

The Chapter does not have monthly dinner meetings during the summer months between June & August. However, members are provided Chapter updates through the monthly newsletter, "Case Notes".

In June there was a large contingent of DFW Chapter-ites that attended the national conference in Denver. Nine members participated in the activities & enjoyed the educational sessions. BK Kizziar presented a session on training board members & utilizing Chapter resources. She also presented at one of the breakout sessions on being an effective leader of case managers. Patti Grady presented a breakout on measurements for a care management program. Julie Carroll & Cheryl Acres facilitated two CoP meetings. BK & Patti will be facilitators for 2 CoP's this year. BK will also join the national Education Committee chaired by Nancy Skinner.

The Strategic Planning Committee is busily planning the next event. A "Re-Retreat" for new & pending Chapters who attended the spring Invitational Leadership Retreat. Those new & pending Chapters will come together again in September to celebrate their progress & plan their next steps in Chapter development.

The annual Fall Seminar is scheduled for the 17th of October with an all day CCM prep class held the day before the seminar.

Montpelier, VT

The Green Mountain Chapter will be holding its annual conference, *The Many Colors of Case Management* on Saturday, October 13th this year. The day-long Conference will be held in the new Davis Auditorium at Fletcher Allen Health Care in Burlington Vermont. To celebrate the beautiful Autumn season in Vermont, the Chapter has planned an evening networking dinner cruise on beautiful Lake Champlain aboard the Spirit of Ethan Allen on the evening of October 12th. This will be a wonderful opportunity to network with conference attendees and exhibitors prior to the conference.

Volunteer Management – Finding Leaders and Chairs

Preferred Practices

1. Take time to plan and get organized – Before volunteers are asked to work on a project, the project team leader must take time to think the project through and do adequate pre-planning.
2. Determine the deadline for completing a large project – for major projects, set interim deadlines up front. For example, in the case of planning a conference, set deadlines for contracting speakers, completing the program topics and mailing registration materials.
3. Break the project down into groups of major tasks to be done – If your project is large or complex, recruit a project team of experienced volunteers, each to be responsible for a group of major tasks.
4. If your project is smaller, create small tasks that are achievable in a short time and will not intimidate new volunteers. – For a one-day event, small tasks may include securing preparing the event site, planning food, etc.
5. Clearly define each task to help ensure that a member will agree to volunteer and the task will be completed – If you recruit volunteers to welcome new members, they may interpret that as greeting them in person when, in fact, you intend them to be called by telephone or written a note.
6. Develop a timeline – Using the list of tasks, estimate how much time each will require.
7. Determine how many volunteers you will need – keep in mind the more volunteers you recruit the less work each has to accomplish.
8. Determine the level of experience that a given volunteer needs to complete each task – This depends on the amount of risk involved; for example, tasks dealing with financial or legal risk should be handled by an experienced volunteer.
9. Determine what information skills and tools the volunteer must already have and what training you will provide – Think about the needs of your project beforehand, and if a volunteer lacks certain skills, be ready to provide needed training.
10. Design a worksheet for each project – More complex projects will have more detailed planning sheets; features may include task descriptions, estimated completion time, risk levels, deadlines for completion and evaluation, and assigning volunteers.
11. Don't wait for members to volunteer – **ask them** – Recruit the best people for the job and don't wait for someone to offer.
12. Fill high-risk tasks with experienced volunteers first – Concentrate on assigning your most experienced and proven volunteers for large and more important tasks, then assign smaller tasks to less experienced members.

Pitfalls

1. Letting new volunteers loose on a project – Assign low risk tasks to new volunteers until they prove to be dependable; don't assume they understand how to complete a project after providing one training session or explanation.
2. Feeling that asking a member to volunteer was a waste of time if your request was denied – Even if a volunteer declines at this time, it lets the volunteer know that there is a need for them to volunteer in the future.

3. Asking everyone to volunteer – Narrow the field; make a list of names and telephone numbers of five people you think would be good for the task in order of who would be the best fit for the job.
4. Asking the person first who is most likely to say yes – The best person for the job may not be likely to say yes first; go for quality and let the person know that they were asked first and that it is important that they get personally involved – making them feel flattered to be asked.
5. Assuming that people will say no – Instead, assume that people will say yes, people like to be asked and it shows that you respect their work.
6. Failing to be flexible with task assignments – Whenever possible have more than one task from which the member can choose; be flexible and willing to adjust your request to meet the member's needs.
7. Limiting your list of potential volunteers to your current volunteers – Creating a diverse group that represents all segments of your membership is the first step in recruiting volunteer leaders and officers; for example, collect potential volunteers from interest surveys, project reports, and ask staff and board for recommendations.
8. Asking a member to volunteer with whom you won't directly be working – If you do not personally know anyone in the group from whom you are recruiting, ask other volunteer leaders and staff who are closer to them for their input on your list of prospects.
9. Waiting to assess a member's interests for volunteer activities until he or she arrives at your doorstep – When you call to ask someone to volunteer, ask for their task preferences, allowing you more time for organization and a proper fit for the volunteer.
10. Providing no public recognition – Use published notices of volunteer opportunities in your newsletters to remind members that their time and talents are essential elements in the organization.
11. Standing up at a meeting and asking members who are interested to contact you or sign up on a sheet being circulated around the room – This communicates that anyone can do the job at hand when actually you want the best person for the job.
12. Asking a volunteer to stay longer to finish a task – When a volunteer completes the time block they are committed to, thank them and let them go; leave the door open to come back to the task at a later date.

Source: Adapted from: *Volunteers: How to Get Them, How to Keep Them* by Helen Little.

How Can I Find Sponsors for an Event?

Summary: A 9-step guide for nonprofits on how to solicit corporate sponsors; and some advice from a seasoned observer. For complete information on this Guide, visit: www.nonprofit-info.org/npofaq/17/28.html.

Corporate sponsors seem to be everywhere in today's world. Take the Olympics, for example. Hard to imagine what the skating rink would look like without those ubiquitous banners touting fast-food restaurants and telephone companies. It's not just the big events that draw sponsors, either. Small, local events-10K runs, award dinners, neighborhood festivals-usually have a slew of corporate logos in the accompanying literature.

Why is corporate sponsorship so prevalent? Quite simply, it makes money. Done correctly, it can make a lot of money and build important relationships. Done poorly, it can cost money and waste many people's time.

Below is a 9-step guide that offers tips on soliciting, acquiring and retaining corporate sponsors. It is by no means a "definitive" guide, but it is a good starting point. The guide was written with small- to mid-size events in mind, however most of the suggestions offered apply to larger groups as well.

Note: This article will NOT tell you what type of event you should do. That's another subject. There are many things to choose from, from dinners to auctions to golf tournaments to walk-a-thons. Before you read the nine steps, make sure you have a good event. You should not be soliciting sponsors until you've planned the event. Once you've figured out what your event is going to be, where it's going to take place, etc., then you're ready to move to Step One...

For details on each step, click on the title link:

- [1. Determine who your audience is](#)
- [2. Set sponsorship levels](#)
- [3. Make lots of phone calls](#)
- [4. Send proposal letters](#)
- [5. Follow up](#)
- [6. Cultivate your relationships with sponsors](#)
- [7. Cultivate your relationships with non-sponsors](#)
- [8. Give your sponsors plenty of publicity](#)
- [9. Cultivate relationships with sponsors, Part II](#)

This resource was found on the Internet NonProfit Center, the NonProfit FAQ - <http://www.nonprofits.org/npofaq/>.

Communicating with Elected Officials

Article from ONS Legislative Action Center, www.ons.org.

Heightened security measures have dramatically increased the time it takes for a letter sent by post to reach the offices of federal or state legislators. More and more, citizens are using emails and faxes to communicate their concerns and increasingly elected officials' offices prefer electronic communications for constituent contact. As a general rule, Members of Congress are far more likely to heed your message if you are one of their constituents. The following tips aim to improve the effectiveness of your correspondence, regardless of the means you choose to deliver your message.

Tips for Writing Congress: <http://www.ons.org/lac/pdf/10TipsLetters.pdf>

- State your purpose for writing in the first sentence of the letter. For example: As your constituent, I am writing to urge your support for increased funding for health care.
- If your letter pertains to a specific piece of legislation, identify it. And make sure that you are referencing the correct legislation to the correct body of Congress. House bills are H.R. ____; Senate bills are designated as S. _____. It is also important to know the status of the bill.
- Be courteous.
- If appropriate, include personal information about why the issue matters to you to make your point.
- Address only one issue in each email.
- Close your letter with a restatement of your purpose and indicate the response that you expect.

Addressing Your Correspondence to a Senator:

The Honorable [Jimmy Stewart]
__(room number)__(name of) Senate Office Building
United States Senate
Washington, DC 20510

Dear Senator [Stewart]:

Addressing Your Correspondence to a Representative:

The Honorable [Jimmy Stewart]
__(room number)__(name of) House Office Building
United States House of Representatives
Washington, DC 20515

Dear Representative [Stewart]:

Tips For Phoning Congress: <http://www.ons.org/lac/pdf/10TipsCalls.pdf>

Telephone calls are usually taken by a staff member, not the member of Congress. Ask to speak with the aide who handles the issue about which you wish to comment. (See our guide to Congressional staff [here](#).)

After identifying yourself as a constituent, tell the aide you would like to leave a brief message, such as: "Please tell Senator/Representative [Name] that I support/oppose [S.____/H.R.____]."

State your reasons for your support or opposition to the bill. Ask for your senators' or representative's position on the bill. You may also request a written response to your telephone call.