

Customer Profile

CEO/Executive Directors	30%
Vice Presidents/Chief Operating Officers/Chief Financial Officers	10%
Program Directors/Managers	38%
Program Coordinators/Specialists	14%
Executive and Program Assistants	4%
Volunteer Leaders	3%

What Our Customers Are Saying

- 100 percent of focus group participants indicated that the training sessions they attended either met or exceeded their expectations.
- 96 percent of participants indicated that they increased their knowledge of issues critical to nonprofit management “to some or great extent.”

Where We Work

The NRN serves nonprofit organizations located throughout a 12-county area, including Adams, Berks, Chester, Cumberland, Dauphin, Franklin, Lancaster, Lebanon, Lycoming, Montour, Union, and York counties.

Service	Location
Workshop Training	Lancaster, Dauphin, Cumberland Cos.
Peer Growth Circles	In any county in Central PA where a minimum of 6 applications have been received.
Consulting Services	Lancaster, Dauphin, Cumberland Cos. and beyond.
Consultant Referral Services	Anywhere in Central PA
Online Resources	Anywhere
Regional Salary and Benefit Survey	Conducted in South Central PA Completed report available to anyone

Last Update: 2-24-09

Affordable Excellence

In less than 10 years, nonprofits located in the United States will need 640,000 new senior managers. The NRN provides **affordable excellence** in professional development and information resources to prepare new and current generations of leaders for this leadership gap.

The NRN keeps its fees reasonable while offering services that undergo relentless evaluation and tweaking, bringing them in line with the needs of our customers. We are currently researching best practices in adult education and incorporating them into all materials, curriculum and facilitation.

Our Services

- Workshop Training
- Peer Growth Circles
- Tailored Consulting and Training Services
- Consultant Referral Services
- Online Resources
- Regional Salary and Benefit Survey

Contact Information

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Our Vision

The Nonprofit Resource Network is recognized as an indispensable resource to strong nonprofits and strong communities.

Our Mission

The Nonprofit Resource Network enhances the effectiveness of nonprofit organizations, providing professional development, networking opportunities and access to critical information resources.

Our Strategic Focus Areas

Financial Stability

Attain long-term financial stability.

Excellent Programming

Incorporate best practices throughout NRN’s professional development and networking initiatives.

Marketing and Awareness

Increase awareness of NRN throughout the nonprofit community.



Strategic Plan 2009 – 2011



The NRN’s Strategic Planning Process was made possible through the generous support of the Lancaster County Community Foundation.



STRATEGIC FOCUS AREAS	STRATEGIC PRIORITIES	SUCCESS INDICATORS
<p>Financial Stability Attain long-term financial stability.</p>	<ul style="list-style-type: none"> A. Maximize revenue from professional development activities by increasing enrollment and adjusting fees. B. Identify at least two (2) new revenue sources to pursue (e.g. membership, expanding grant resource network). C. Identify and capitalize on valued strategic partnerships (e.g. Millersville University, PA Association of Nonprofit Organizations). D. Enhance the mutually beneficial relationship between the NRN and the Lancaster County Community Foundation. 	<ul style="list-style-type: none"> 1. Meet \$65,000 professional development revenue goal annually (\$40,000 by 12/31/09 for 2009; \$50,000 for 2010 by 12/31/10, and \$65,000 for 2011 by 12/31/11). 2. Capture the required \$160,000 in additional annual revenues by 12/31/2011. 3. Grant makers provide a base level of \$40,000 support annually. (\$10,000 2009; \$20,000 in 2010, and \$40,000 in 2011). 4. None of NRN's revenue streams exceed 50% of total annual revenues by 12/31/2011. 5. Establish three (3) months of reserves totaling \$20,000 (by 12/31/2011). 6. Annually, at least 12 formal partnerships significantly contribute to NRN's operations and success. (4 by 12/31/2009; 8 by 12/31/2010; 12 by 12/31/2011)
<p>Excellent Programming Incorporate best practices throughout NRN's professional development and networking initiatives.</p>	<ul style="list-style-type: none"> A. Incorporate professional development best practices for both content and delivery. B. Provide leading edge professional development offerings (e.g., workshops, peer group circles, academies). C. Provide market-responsive professional development programming. 	<ul style="list-style-type: none"> 1. Attain 85% participation for all professional development initiatives. (60% by 12/31/2009; 75% by 12/31/2010; 85% by 12/31/2011). 2. Establish baseline data for referrals in 2009; meet established year-over-year percentage increases 2011 over 2010. 3. The percentage of NRN customers indicating "program quality" as their primary reason for registering for NRN offerings is a 25% increase 2011 over 2010. 4. Annually, the NRN offers at least one new, creative leading-edge professional development offering. 5. Establish baseline data for indicating how many nonprofit professionals consider NRN first for their professional development needs; meet established year-over-year percentage increases for 2011 over 2010.
<p>Marketing and Awareness Increase awareness of NRN throughout the nonprofit community.</p>	<ul style="list-style-type: none"> A. Identify and capitalize on valued strategic partnerships. B. Execute NRN's marketing plan. C. Develop and fully integrate cohesive, consistent messaging (e.g., affordable excellence). D. Design and implement a PR strategy. E. Design intentional "referral source" marketing strategy. 	<ul style="list-style-type: none"> 1. Attain 85% participation for all professional development initiatives. (60% by 12/31/2009; 75% by 12/31/2010; 85% by 12/31/2011). 2. Meet 95% of Marketing Plan goals. 3. Develop at least five (5) formal partnerships and achieve identified outcomes. 4. Establish baseline data for referrals in 2009; meet established year-over-year percentage increases 2011 over 2010. 5. 25% increase in participants' fees by 12/31/2010; 25% increase in enrollments from Dauphin and Cumberland participants by 12/31/2011. 6. A PR strategy is in place by 12/31/2009; 90% of PR goals are met by 12/31/2011. 7. All materials and stakeholders' messages reflect the desired brand by 03/31/2010.