

Consultant to Nonprofits
www.marionconwayconsulting.com
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Late Summer News

New IRS 990 Form See and Comment on the Draft

In my board development workshops I always discuss trends in **good governance** and recommend such things as having a conflict of interest policy, separate audit committee, whistle blower's policy, etc. I do get fewer "you can't be serious" looks than I used to for sure, and more small boards are taking steps in the direction of **transparency**, but I always have to clarify which things they must do to comply with Sarbanes Oxley and which items are a good idea but are not required. All of this good advice is about to get a big boost.

The IRS is asking for comments on a **new draft 990** form that will be used for 2008 (filed in 2009). Here are some highlights of new questions asked about your governance:

-the number of "independent" board members of the governing body;
 -whether the organization:

- *made any significant changes to the organization's governing documents during the past year, and briefly describe the changes
- *has a conflict of interest policy, and if so, the number of transactions reviewed by the governing body under the conflict policy during the past year

- *has a whistleblower policy

- *has a written policy on document retention and destruction

- *documents the actions of the governing board and committees

-whether board members, or employees review and prepare the financial statements

-whether an independent accountant provides any services such as a financial review or an independent audit

-whether board members review the IRS Form 990 before it is filed

The IRS says that these questions were added because "**in our view and experience, a well managed organization is likely to be a tax compliant organization.**"

Find out more about this and other governance issues at non-profitrisk.org. You can comment on the draft through September 14th. **This news item is adapted from a post on my blog on August 1st.**

Bits and Pieces

Visit Marion's Blog!!

In this newsletter I am featuring recent blog posts. I post on my blog about conferences, board topics, workshops, legislative updates, etc. Add my blog to your favorite places and check in often for timely information.

Website Reports

Even if you have website reporting, consider adding Google Analytics. It is free and all you have to do is register at Google and add the script they provide to your website. (Note: You do have to add the script to each page separately.)

There is a tremendous amount of information available and it is presented for easy analysis and cross references. Some of the questions that are answered include:

What cities are visitors from?

How many pages do they visit?

How long is their visit?

What network speed are visitors using to visit your site?

Which sites are linked to yours and are referring visitors to your site?

What keywords did people search on to find you?

All of this information can help you improve your website, blog, myspace page, etc.

Upcoming Events of Interest

Craigslist Foundation Second Annual Nonprofit Boot Camp

On September 15th the Craigslist Foundation will host its second annual Nonprofit Boot Camp in the New York area. The event will be held at the Brooklyn Academy of Music from 8 AM to 5:30 PM and the \$50 registration includes breakfast, lunch and snacks. Over 1000 people are expected to attend and 100 partner organizations are participating.

The program includes workshops, keynotes, exhibit hall (more than 50 exhibits), one-on-one coaching with the Ask-The-Experts team, Career Coaching, and the opportunity to network and collaborate with hundreds of nonprofit leaders. Workshop tracks will feature Nonprofit Basics, Fundraising, Social Entrepreneurship, Big Ideas (Nonprofit Trends) and Technology. Keynote address speakers and major panelists have yet to be announced but you can expect that leading nonprofit support organizations will be featured.

I will be participating as an "expert" in the "Ask an Expert" segment. As part of the day long program, you can sign up for a 15 minute meeting with an expert on a particular topic. I have listed strategic planning and board development as my topics of expertise for this segment.

See the announcement at the Craigslist Foundation page, and check back for updates as speakers are added. This will be my first Craigslist Foundation Boot Camp and I am really looking forward to it - Boot Camp got rave reviews last year. I hope some of you will make it out to Brooklyn - it should be a worthwhile day.

This news item is adapted from a post on my blog on August 13th.

Association of Fundraising Professionals - NJ Chapter Conference on Philanthropy

AFP-NJ's annual conference on Philanthropy is always an event worth attending. This year the Conference will be held at the Hanover Marriott on Friday, November 2nd. There is a \$25 discount for registration by August 31st and a discount for AFP members. The conference theme is "Champions for Change." They usually have a dynamic luncheon speaker - yet to be announced.

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Find Out More About These Events.....

www.craigslistfoundation.org/ny

<http://www.afp-nj.org/conf.html>

Workshops Offered by Marion Conway Upcoming workshops

Both of these workshops are being offered by the Volunteer Center of Bergen County on September 26th.

- **Strategic Planning for Nonprofits** 9 AM
- **Planning a Board Retreat** 1 PM

Location: 64 Passaic Street, Hackensack, NJ

Call 201-489-9454 to register

\$35 for each workshop; Total \$60 for both

Workshops or consulting on these subjects is also available.

Board Development

Nonprofit Lifecycles

Planning a Board Retreat

Board Recruitment

Visionary Leadership

Benchmarking for Nonprofits

Enjoy the Summer!