

Ensuring the Overall Health of Your Nonprofit

Lessons on increasing donor engagement, tailoring bylaws to improve board accountability, measuring key financial metrics, and properly managing personnel and tax liability

2019 Chattanooga Nonprofit Seminar Wednesday, October 30, 2019 | The Westin, Ballroom A

- 8 a.m. – 8:30 a.m.** **Registration and Light Breakfast**
- 8:30 a.m. – 8:35 a.m.** **Welcome**
Jim Catanzaro, Nonprofit Group Chair, Chambliss Law
Jennifer Goodman, Shareholder, Elliott Davis
- 8:35 a.m. – 9:35 a.m.** **Donor Centered Fundraising and the Impact on Profitability**
Jason Coffey, Firm Principal, Canaan Group & Associates
Troy Duble, Partner and President, Canaan Group & Associates
Explore the landscape of fundraising, discuss development philosophy, and learn practical tips to improve fundraising effectiveness
- 9:35 a.m. – 10:05 a.m.** **Rules, Regulations, and Tax Challenges, Oh My!**
Jim Catanzaro, Nonprofit Group Chair, Chambliss Law
Janice Rattica, Shareholder, Elliott Davis
Are you generating revenue from corporate sponsorship, which may be taxable? Could your organization be subject to sales tax or property tax? During this session, we will discuss the differences between advertising and corporate sponsorship from an unrelated business income standpoint. We will also address the rules governing exemptions from sales and property taxes.
- 10:05 a.m. – 10:20 a.m.** **Break**
- 10:20 a.m. – 10:50 a.m.** **Don't Be Penny Wise and Pound Foolish with Your Bylaws**
Jim Catanzaro, Nonprofit Group Chair, Chambliss Law
Understand why carefully drafted bylaws are important to the structure of your nonprofit. Your bylaws should be unique to the organization and used much like an operations manual. Learn how to create simple, flexible, and effective bylaws to drive board accountability within the organization.
- 10:50 a.m. – 11:35 a.m.** **Is There A Secret to Managing Nonprofit Employees?**
Justin Furrow, Labor and Employment Group Chair, Chambliss Law
Nonprofit and for-profit businesses generally are subject to many of the same employment-related laws. Nonprofit employees especially want to feel empowered and have a voice. We will discuss the trending labor-and-employment topics and how you ensure compliance, all the while keeping your team energized and engaged.
- 11:35 a.m. – 12:20 p.m.** **Key Financial Metrics to Measure Nonprofit Health**
Alan Doak, Senior Manager, Elliott Davis
Jennifer Goodman, Shareholder, Elliott Davis
Enhance your nonprofit financial reporting by identifying key performance metrics indicative of underlying health and stability. Learn new ways to present financial data to equip management teams and boards with better information to understand the financial wellbeing of your organization and improve decision-making.
- 12:20 p.m. – 12:30 p.m.** **Q&A**