

CNM Resource Guide

TIPS AND TOOLS TO EMPOWER
MIDDLE TENNESSEE NONPROFIT PROFESSIONALS

Freshen Up Your CNM Profile

Is your CNM profile up-to-date? Maximize your membership and make sure your whole team can take advantage of CNM benefits with this [downloadable, step-by-step guide](#) to your CNM account.

Giving Tuesday December 1, 2020

Giving Tuesday demonstrates how every act of generosity counts when we give together. This [toolkit](#) provides key talking points and resources to make your Giving Tuesday a success!

Tell Our Community Your 2020 Story

Collecting sector data, sharing nonprofits' struggles and triumphs, and celebrating their continued impact is a priority to CNM. Click [here](#) to share your story in our [Storytelling Survey](#).

Private Foundations: A view from the other side

How is the private foundation community responding to the ongoing crisis and what can we expect to see in the coming months? Click [here](#) to see results from the 2020 client survey.



EQUITY. STARTS. HERE

What should be included in a DEI report? Check out this [example](#) from the Dan and Margaret Maddox Fund.

How can nonprofits impact anti-Black racism? This [report](#) provides a guide to help drive social change.

Why is language critical in dismantling racism? This [webinar](#) will explore how our words impact narratives.

Explore how nonprofits can support digital inclusion with this [start-up manual](#) sponsored by Google Fiber.

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We are committed to embracing and leveraging the different experiences and perspectives we all bring to the table and believe that a diverse, inclusive environment for our employees, customers, business partners and communities is key to our future success. Learn more [here](#).

Todd Vasos
CEO Dollar General

DG

Workplace Wellbeing & Culture

- * How can nonprofit staff develop deeper connections to their mission? This FREE [webinar](#) discusses how to create engagement practices aimed at fostering a culture of belonging.
- * This [report](#), provided by Bank of America, explores the role of employers in making informed decisions about their organizations workplace wellness offerings.

HAVE A RESOURCE YOU LOVE? SHARE IT WITH US.

Nurture your money tree in 2021

- * How can leaders examine risk to sustain operations? *SunTrust* gives us 5 sources to consider [here](#).
- * Explore FREE nonprofit finance videos from *Kraft CPA's* to stay on target! View [Session 1](#) and [Session 2](#).
- * Have an endowment? Learn how to meet your investment goals beyond the pandemic in this [article](#) by *PNC*.
- * December is the most important month for giving. Check out this [video](#) "The Last Four Days" for expert tips.
- * Join CNM for our upcoming "Meet the Funders" panel, Thursday 12/10.

DID YOU KNOW?

Nonprofit organizations led by men have **three times** the assets as those led by women.

NONPROFIT STORYTELLING

This [eBook](#) from LBMC provides insights on how nonprofits can use data and performance metrics to motivate donors.

CNM Reading List

"Donor Care" by John Haydon

Fundraising means working with people. Fundraising means looking to find friends for life. **We need to connect, especially now during the pandemic.** Haydon includes many examples and very practical ways nonprofits can apply the various stages of donor CARE: connect, appreciate, reply and encourage. Get your copy [here](#).

Podcasts for Pondering



- ★ [5 Key Banking Needs for Nonprofits](#) - Pinnacle Series
- ★ [Episode 10 - Selfless Exceptionalism](#) - Inspire Success
- ★ [Video Strategy for Nonprofits](#) - The Nonprofit Voice

COVID Strategy 101

- ★ [New! Current Health of the U.S. Nonprofit Sector Report](#)
- ★ [Year-End Fundraising COVID Campaign Guide](#)
- ★ [Safe Actions for Employee Returns](#)
- ★ [Toolkit: E-FMLA Customizable Forms](#) - Bone McAllester Norton

BOARD CORNER

Reflecting on 2020, how can your organization measure effective board performance?

This [Nonprofit Board Self Assessment Tool](#) is designed to help nonprofit organizations assess their board's performance and identify priorities for board activities going forward.