

# 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



## 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.