

CNM Resource Guide

TIPS AND TOOLS TO EMPOWER
MIDDLE TENNESSEE NONPROFIT PROFESSIONALS

Salute 2021

Salute to Excellence will bring together hundreds of leaders in local business, community, and nonprofit sectors to celebrate nonprofits in Middle Tennessee. Applications will launch in April! Stay tuned for updates [here](#).

Equity Resources

Ready to increase your understanding and awareness of racial equity? Join CNM for our upcoming [Crossroads anti-racism trainings](#) on April 22-23. You can also explore our free equity resources on our nonprofit leadership [page](#).

Stories of Resilience

Nashville needs nonprofits now, more than ever! Through our [2020 storytelling video series](#), CNM is proud to share brave stories from our community members and partners who have pivoted during an incredible period of uncertainty.

Aligning Corporate Social Responsibility with Nonprofit Missions

- SunTrust Partner Best Practices: Experts share about [learning how to ensure a new business opportunity is a good fit](#) and [how to align your personal charitable giving with a company's brand](#).
- Can business interests and societal interests be one and the same? Click [here](#) to learn about Social Value Investing as a means to measure the success and effectiveness of your partnerships.

Virtual Events Are Here to Stay



- Join CNM on 3/25 for a [Town Hall Event](#) on strategic and safe event planning for 2021 and beyond.
- Get the latest events industry report [here](#)! Read about reopening updates, restrictions, and safety measures.
- Need a campaign calendar for your virtual fundraising event? Click [here](#) to download your execution guide!
- Want to calculate ROI for the meetings and events you produce? Download your step-by-step eBook [here](#)!

Millennial Engagement Strategies

New [research](#) is available on how millennials have changed philanthropy and what they expect from nonprofits moving forward. Read on to learn strategies for harnessing this powerful influence.

What can nonprofits do to retain millennials in a competitive market? This [report](#) identifies ten strategies for nonprofit organizations to better recruit, retain, and advance millennial employees.



When you begin to listen to the other person, you humanize them. **When you humanize them, you start to empathize with their story. You start to see their perspective.** You start to check your bias. When you begin to then empathize with them, you start exploring common ground.

Samar Ali

Co-chair of the Vanderbilt Project on
Unity and American Democracy

HAVE A RESOURCE YOU LOVE? SHARE IT WITH US.

Advocacy. Begins. Here.

- Raise awareness on legislation that affects your community resources! Take action [here](#) with United Way.
- How are businesses impacting local advocacy efforts? Hear from Amazon on their [public policy initiatives](#).
- To seek change, nonprofits must build relationships with elected officials. Learn top tips in this [1-minute video](#).
- Need an example of a public policy agenda to expand your public policy work? Click [here](#) to download your free copy.

CNM Reading List

["The Vision-Driven Leader" by Michael Hyatt](#)

Having a clear, compelling vision and getting buy-in from your team is essential to effective leadership. The Vision-Driven Leader offers six tools for crafting an irresistible vision for your organization, rallying your team around the vision, and distilling it into actionable plans that drive results!

Podcasts for Pondering *Listen here!*

[Creating 5-Star Special Events in the Virtual Age](#)

[How Can Your Nonprofit Attract More Capital](#) - Alliance Bernstein

[In The Thick - 2020 Equity Reflections](#)

[Women Ri\\$ing](#) - Merrill Perspectives from Bank of America

Events Worth Attending

[The Nonprofit Technology Conference](#) - March 23-25th

BKD's [Life Beyond Covid-19](#) webinar for nonprofits - March 25th

[Cause Camp 1-day Nonprofit Virtual Conference](#) - May 11th

Ready to network and grow? Join CNM and learn more about our [CEO Conversations and Young Nonprofit Professionals groups](#).

DID YOU KNOW?

- The [2020 giving report](#) noted that giving to small nonprofits (< \$1 million) **declined by 7.2%**, yet giving to large nonprofits (>\$10 million) **increased by 5.3%**.
- The \$300 above-the-line deduction from the [CARES Act](#) generated \$100 million in increased giving, but will cost \$1.5 billion in lost tax revenues.

Remote Work & Cyber Security

- Small businesses and nonprofits continue to be the No. 1 target for cyber criminals. Click [here](#) to learn top data safety tips from Pinnacle Financial Partners!
- As 2021 unfolds, many nonprofits are continuing to operate virtually. Learn how to protect your virtual work in this [webinar](#) from HUB International.

BOARD CORNER: ACCELERATING DIVERSITY

What can nonprofit boards do to ensure that the organizations they govern are living their values of diversity, equity, and inclusion?

Explore this two part [webinar series](#) that addresses how a board of directors can and should join the movement for racial justice.