



The MASSB Minute

Message from the Chair



We have another opportunity to celebrate all the contributions made by you throughout the year. This month we are celebrating National Volunteer Week - an annual celebration of the contributions made by volunteers like you in your communities. As volunteers we engage in a wide range of important activities that make our communities better places to live. From mentoring children to supporting the homeless to working with at-risk youth, volunteers are essential to the well-being of our society. With that in mind, let us take advantage of this week and also use it as an important reminder of the power of volunteering to make a positive impact on both individuals and communities. In many ways, the work we do and the meaning of National Volunteer Week offer a chance to raise awareness of the many opportunities available for people to get involved, and to encourage others to join in. In addition to this call for action, National Volunteer Week offers an opportunity for reflection on both the meaning and benefits of volunteering. Together, we are pursuing a noble endeavor that improves mental and physical health, offers opportunities for the development of new skills, and builds social connections across our communities. In essence, by working together to support one another, we are building stronger and more resilient communities. Let us continue engaging in this noble endeavor and encourage others to join us.

Best,
Tony

National Volunteer Week April 15-21, 2023

SAVE THE DATE!

MASSB Community Meeting Friday, April 21, 12pm-1pm (Virtual)

Join Board Chairs, Members and the MASSB Executive Team to Discuss:

- Recruiting New Board Members
- Professional Development Opportunities
- Roundtable Discussion and Sharing
- 1st Quarter Financial Status of the MASSB Foundation

<https://us02web.zoom.us/j/6930858871>
Meeting ID: 693 085 8871

Quick Tip!

It's exciting to receive donations that your board can use to help people in need. Keep accurate financial records so that you remember to thank your donors and are prepared for year-end accounting. Guidance on allowable expenses can be found in Appendix III of the [Advisory Board Handbook](#). The IRS requires that revenue and expenses from fundraisers be listed separately. Categorize your revenue as it comes in and year-end reporting will be a breeze!

Community Connection: Prince George's County

Ken White, Advisory Board Member and MASSB Foundation Trustee

"My experience with DSS began 13 years ago when I became the guardian of my 10- and 14-year-old-cousins. The children had been living with their mother in California. When the situation was no longer viable, my family agreed that I, a single man with some extra bedrooms, could provide the best home for them. You can imagine how my life changed! The younger child had special needs and significant behavioral issues. Prince George's County DSS made me aware of so many resources that I had no idea were available. His case manager arranged for, and helped me navigate, the evaluations, schools and services he needed. I will be forever grateful for the help they provided during those very challenging years. My cousins are young adults now, and making their way in the world.



A few years later I was a Senior Vice President at Revere Bank. Sam Williams, Prince George's County's Advisory Board Chair and a MASSB Foundation Trustee, was on the bank's Regional Advisory Board. Sam and Mark Poirer had the idea that Revere Bank could become a corporate sponsor of MASSB's annual conference. They approached me with a very detailed presentation about the good work that DSS and MASSB Foundation do in the community. They had no idea that I had first-hand experience with DSS and was "sold" on the proposal the minute they walked in the door. My boss initially turned down the idea, but when I told him I felt so strongly about this cause that I would personally fund the request if the bank didn't, he relented, and Revere Bank became MASSB Foundation's first corporate sponsor.

I'm now on the Prince George's County's Advisory Board and a Foundation Trustee. I use my personal and professional experiences to help anyway that I can. It is the least I can do to repay the countless hours of support, empathy and compassion provided to my family by Prince George's County DSS workers."



Recruiting New Board Members

When we ask board chairs what their #1 challenge is we often hear "recruiting new board members!" Indeed this can be a big challenge, particularly for counties located in rural areas or where many nonprofits are competing for the same talent. You've used the strategic planning process to understand and develop goals to address the needs in your community. Similarly, you can be strategic in how you approach recruitment. Consider the following:

- What skills and experience do you need on your board?**
 - What are your current strengths? [Click here](#) for a useful skills inventory tool.
 - Do you have the skills needed for your planned activities and strategic goals? If not, where are the gaps?
 - Do you have a succession plan for key positions (e.g., Chair, Treasurer)? Include future requirements in your plan, if needed.
 - Is your board lacking diversity (gender, age, race, region, etc.)? If so, include diversity as a need.
- Where can you recruit potential applicants?**
 - Do you know anyone with the requisite skills that might be open to joining your board? A personal referral can help ensure the applicant has valuable qualities such as commitment, integrity, and passion for the MASSB mission.
 - Do you have any donors who may want to become more involved by joining the board?
 - What organizations can you visit to solicit potential board members? Consider your Chamber of Commerce, Lions Club, places of worship, local businesses with philanthropic interests that align with MASSB Foundation, etc.
 - Can you advertise through your County government's website or social media, your board's social media, or local newspapers?
 - Do you have fundraising or outreach events planned? Always have your "elevator speech" and recruitment material available. You never know when your next board member or volunteer will happen by!
- How will you execute your plan?**
 - Lay out the steps and timeline (board appointments begin July 1). Is your County government's application sufficient? Will the Chair conduct formal interviews? Will applicants be invited to attend a board meeting? Will you ask for references? What is your Director's role?
 - Prepare a presentation that includes your board's operations, strategic goals and the application process. Be honest about the level of commitment you expect. Include stories about how your efforts have impacted people in your community. If your board is just getting started, e-mail trustee@massfoundation.org for help. We have lots of great testimonials and stories!
 - Schedule your presentations. Follow up with thank you letters and targeted messages to potential applicants.
 - Support candidates through the application process and warmly welcome them to your board. The [Advisory Board Handbook](#) is a helpful onboarding tool.



PROFESSIONAL DEVELOPMENT

"COFFEE CORNER FOR FUNDRAISERS" presented by Maryland Nonprofits. 14 April 2023, 09:00 AM - 10:00 AM, and every 2nd Friday of the month.

"BOARD EXCELLENCE WORKSHOP" presented by Maryland Nonprofits. 18 April 2021, 4:30-7:00pm (Virtual) – Space limited - register ASAP!

NONPROFIT INSTITUTE ANNUAL CONFERENCE. Presented by the College of Southern Maryland. 20 April 2023. 8am-4pm, LaPlata Campus.

"UNDERSTANDING ACES (ADVERSE CHILDHOOD EXPERIENCES)" Sponsored by Calvert County DSS, Calvert Family Advocates and the Citizens Review Board for Children. 26 April 2023. 2pm-5pm, All Saints Episcopal Church, Sunderland, MD

E-mail trustee@massfoundation.org to register.

UPCOMING EVENTS

- APRIL**
- Community Meeting: Friday, 4/21, 12pm-1pm, Virtual
 - Recruiting New Board Members
 - Professional Development
 - Treasurer's Report (1st Quarter Financial Status)
- JULY**
- Community Meeting: Friday, 7/21, 12pm-1pm, Virtual
- OCTOBER**
- Fall Conference: Date (TBD)
 - Hosted by Montgomery County
 - Theme: Foster Care

What's going on in your county?

Have an idea to share? We'd love to include your success stories in the MASSB Minute. Email trustee@massfoundation.org

www.massfoundation.org

Our mailing address is:
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Annapolis, MD 21401

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