



The MASSB Minute

Message from the Chair



Greetings everyone. As we enjoy the rest of the summer, we are reminded of the incredible impact we have achieved together through our shared passion for volunteering on our boards and within our communities. Collectively, we are pursuing a wide range of activities that make a difference in the lives of many people who need support. I believe that every action counts, and to measure our achievements effectively, we can rely on the power of metrics. Metrics can serve as a compass of our success. They can guide us towards our goals and help us understand the true extent of the impact we bring to our communities. Metrics are also very powerful in terms of revealing the stories behind each of our efforts, the lives transformed, and the communities uplifted.

Based on our strong commitments to our communities through the advisory boards and in partnership with your local department of social services, we take pride in the fact that our accomplishments make a positive difference. Soon, we will have an opportunity to celebrate our accomplishments, learn from each other, and take with us best practices to realize our goals. These are some of the major reasons why I am thrilled about the upcoming MASSB Annual Conference in October. This important event will not only deepen our understanding of the impact we make, but also illustrate the passion for and power of volunteering.

Best,
Tony

SAVE THE DATE

Fall Conference: October 12-13, Theme: "Foster Care"
Location: Montgomery College, Rockville, MD

Keynote Speaker: Mr. Daniel Wait, Deputy Secretary of Operations, Maryland Department of Human Services

We're working hard to plan a conference that is informative and meets your needs. **Please plan to join us!**

"I found the panel discussion very helpful. I was able to get so much information to take back to my county and revive our board. Being able to network in person makes a big difference!" -- 2022 Conference Attendee

Community Connection: Caroline County



Juanita Webster
Advisory Board Chair

Mrs. Juanita Webster is our longest serving Board Chair having served in her position for 15 years. Caroline County is among the least populated counties in Maryland, making it particularly difficult to recruit board members. Because of this, the customary appointment of (2) three-year terms followed by the opportunity to reapply after a one-year break has been waived by the Commissioners not only for Juanita, but also for others on Caroline's 7-member board. Recruitment of additional board members is a continual goal and challenge for Juanita and the board.

After so many years at the helm, Juanita says she still enjoys the work. She especially enjoys helping people and educating the community about DSS services. Funds raised by the board are used to help Caroline residents with needs such as rent and utilities. And for such a small board, Caroline County does a remarkable amount of fundraising! Here are just a few of their great ideas:

"Purse Bingo": The second annual Purse Bingo raised \$9000! Sponsors support the purchase of designer purses which are used as Bingo prizes. The local Fire Department provides the food and venue at a reduced rate. The board is fortunate that one of their members has experience running bingo fundraisers and her talents have made this idea a big success.

"BBQ Fundraiser": Teaming up with a local barbeque vendor is the key to this fundraiser. Order forms are delivered to DSS staff, County Courthouse and other local agencies and businesses. Pre-ordering and collecting funds in advance ensures the event day goes smoothly. Each order includes a BBQ sandwich, chips and a drink. The board receives half of the purchase price, or about \$5. This event is held once or twice per year.

"Christmas Wreath Raffle": This raffle has a big payout! Local businesses and individuals donate gift cards (Walmart, restaurants, etc.) to attach to the wreath. The raffle is held in November so the winner has a selection of gift cards to use for themselves, as Christmas gifts or to donate.

"Letter to the Editor": The letter, published in a local newspaper, describes how the mission of Caroline's board is to give back to people in need. This low effort fundraiser has been done twice - each time raising approximately \$1000!

Congratulations to Juanita and the Caroline County Advisory Board. They are a model of how a small board can make a big difference in their community.

Quick Tip! Fostering good communication with your DSS will increase your board's effectiveness. Ask your Director if key staff can attend board meetings periodically to teach your members about DSS programs and processes. Likewise, ask if you can attend a DSS all-staff meeting to share your board's goals and accomplishments. Developing trusting relationships between your board and DSS will facilitate dialogue about customer needs and how your board can help.

Introducing MASSB Foundation "Programs"

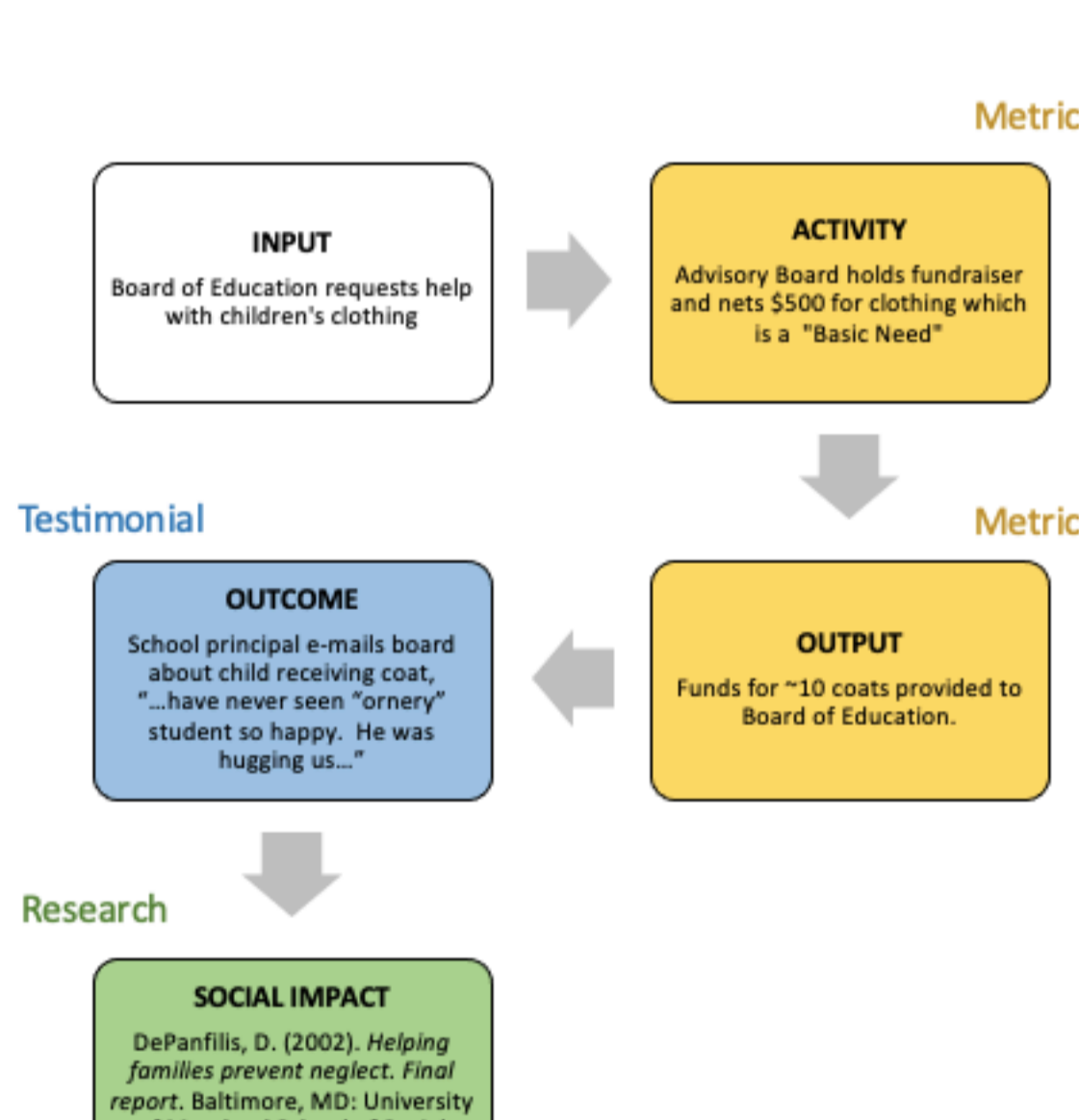
Our boards provide assistance to Marylanders across a broad spectrum of needs, and so it can be hard to succinctly describe what we do when speaking with people new to our organization. For this reason we have translated our vision statement into tangible terms by defining MASSB "Programs". Our programs reflect a hierarchy of needs which, if satisfied, help struggling Marylanders achieve self-sufficiency.

Beginning in December, you will be asked to report assistance provided for Basic Needs, Health & Safety, and Growth & Opportunity. Examples will be provided with the collection template. This change will help us describe what MASSB Foundation does across the state, and will not impact program names you are using in your county. Thank you for your support as we continue to evolve and grow our Foundation.



Why Metrics?

Metrics are a powerful tool for describing the impact of a nonprofit organization. When metrics are combined with personal experience and data-driven research, a compelling story emerges which can be used to recruit board members and sponsors, and improve fundraising efforts. For this reason, MASSB Foundation has adopted a "Logic Model" to combine our current metrics with testimonials and research to show how the activities of our boards are having real social impact. The example below is based on the activities of one of our local boards and shows how a small fundraiser can have a big impact. Try using the logic model in your county to describe the impact of your board on local needs. Need help? Contact trustee@massfoundation.org.



Help to raise awareness about a critical income support program that helps millions of children and families. Spend less than 3 minutes viewing an informational [video](#) to improve your own understanding of this important program.

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:
MASSB Foundation
P.O. Box 2351
Annapolis, MD 21401

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