


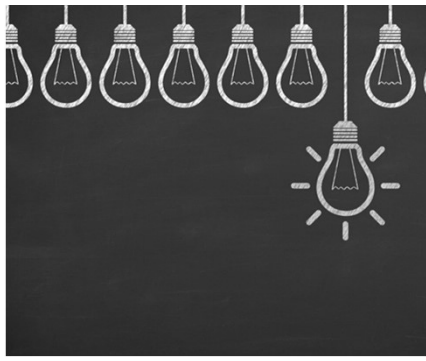

WHERE DO WE GO FROM HERE? BUILDING A SUSTAINABLE MOVEMENT IN APPALACHIA
 Stephanie Hutchinson, MBA, BS, IBCLC

1

What is not a non-profit?

-  A business that makes profit off of products sold.
-  A support group, parents' group, or Facebook group - unless affiliated with a 501c3
-  There is room for all types of organizations!


4



New Ideas Can Be Overwhelming!




Let's start by talking about what a non-profit is and what is required to become one...

2





WHERE DO I START?

5

What is a non-profit?

-  Keeping it simple - it is an organization that works towards a mission and does not make a profit off of it.
-  There are different categories of non-profits.
-  Non-profits may not be the end goal for all organizations!

3





-  Does it encompass what you are envisioning?
-  Will your target audience identify with your name?
-  Are you inclusive of your target audience?

Choose a Name

Sounds easy, but...




6

Choose your Board of Directors

-  Chair/President
-  Vice Chair/Vice President
-  Secretary
-  Treasurer

7

Draft Bylaws and Policy and Procedure Manuals

-  These are the rules in which your non-profit will abide by
-  Consider using a lawyer (many law schools have students available for internships)
-  Consider taking a business course in non-profit management

10



Remember: no one single person should have complete ownership

A board of directors is in place for checks and balances...

8

LET'S TALK LEGALITIES

11


Create

A mission - specific to your organization


A vision - specific to your mission

9


Legal Structures of Non-Profits



TRUST







CORPORATION



ASSOCIATION




12

Once legal structure is decided...

-  Time to draft your articles of incorporation!
-  This is a declaration of your legal structure
-  The entire board of directors should approve the articles of incorporation
-  A small fee to file within your state will be required




13

Formulate committees and training

-  Committees composed of members of the organization, but not board of directors
-  Compose training for incoming board members
-  Teach sustainability to avoid burnout and "Founder's Syndrome"






16

File with the IRS

-  Becoming 501c3 makes your non-profit tax-exempt
-  Donations to your non-profit can be claimed on tax returns
-  In some states, you need to also file as a charitable organization in your state as well as federal 501c3

14

Transparency

-  Build a website
-  Create an e-mail database (such as Mailchimp, Constant Contact)
-  Create organization specific e-mails
-  Provide financial reports that are easily accessible
-  Provide bylaws that are easily accessible

17

REMEMBER YOUR LICENSES, PERMITS, AND INSURANCE!

15

Now, how do I build the organization within the community?



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18

Reaching Out to Your Community



Determine Your Audience - Families, Parents, Professionals, Mix?

19

Reaching Out to Your Community



Social Media - Create a social media presence specific to your audience

22


Reaching Out to Your Community



Trial and Error - Not everything works for everyone

20

Social Media



The use of social media can either help or hurt breastfeeding support matters. In many cases family/friends giving outdated and incorrect info.

Using social media to spread educational information and empowerment posts helps to normalize breastfeeding.

Social media campaigns have heavily increased breastfeeding support hotline calls for Appalachian Breastfeeding Network.

23

Reaching Out to Your Community

Put yourself out there - Find out who is helping families in your community



21

Reaching Out to Your Community



Create Meetings - Not only meetings that fit your schedule, but also those in your community. Sometimes virtual meetings are essential.

24

Reaching Out to Your Community



LISTEN - It's important to listen to your audience (your community)

25



OK BUT.....



28


Reaching Out to Your Community



Innovate - Think of an initiative that is specific to your audience.

26

Funding



- Fundraising
 - Again - be innovative! Look for fun fundraising opportunities! (i.e. adult prom)
- Grants
 - CDC.gov, grants.gov, state procurement websites, March of Dimes, Robert Wood Johnson Foundation, W.K. Kellogg, etc.
- Donations
- Membership
- Board Policy


29

Reaching Out to Your Community



Do the work - Don't just talk about your innovations - put them into place!

27



REMEMBER IT TAKES TIME!

30

Create an initiative for all


Make sure you include your community in your initiative for your community.

Sounds like common sense but.....

31

- Make sure your initiatives are equitable!
- Create ways to make your initiative free (or affordable) to your community (i.e. free vs. supporting membership for ABN)
 - Host virtual meetings so that those without access to transportation can participate
 - Record meetings and make minutes available so others may still participate
 - Include everyone in conversations - invite those whom you may not have heard from and make sure you listen.
 - AGAIN - LISTEN to your community!

34



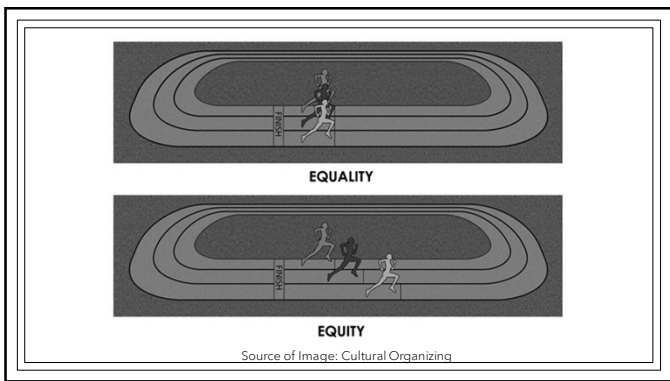
Equality does not equal Equity

32

- Going a step further...
- Create an equity committee that will give you checks and balances (if you don't have a formal board - make it a workgroup!)
 - Ask members from your community that would be interested
 - Keeps a fresh pair of eyes on the initiative

 - Don't just create the committee - LISTEN to the committee! This is another step further in listening to your community!

35



33



Some ideas...

36

Ideas for Building Your Initiative

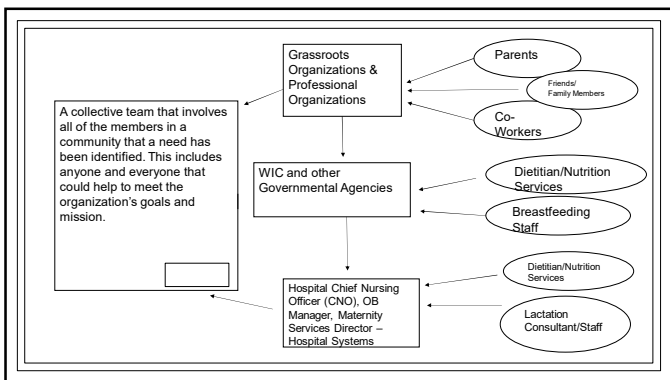
- Take an online poll of what your community would like to start off with
- Create a conference call or skype call with key stakeholders
- Gather e-mails!
- Stay active on Social Media
- Be Patient
- Learn about different cultures within your culture! (Intersectionality)

37

Tips on creating a coalition - non-profit or otherwise, cont'd

- ❖ Give support and advice, but don't try to give explicit instructions. Involve family, friends, neighbors, church members in what you are doing – you never know who may be passionate about your work and have contacts that can further your mission.
- ❖ Develop a **clearly defined mission**
- ❖ Include your community, **ALWAYS**. Whenever creating initiatives, look to the community for feedback and thoughts.
- ❖ Consider becoming a 501c3 non-profit organization, which helps to open doors to grant applications/funding. BUT know that not all coalitions, organizations, lactation groups need to be 501c3
- ❖ Fundraise with events that involve the community. They are better received than direct sales for donation.
- ❖ **NETWORK**. Network inside and outside of your target population. There will **ALWAYS** be room for improvement and great ideas.

40



38

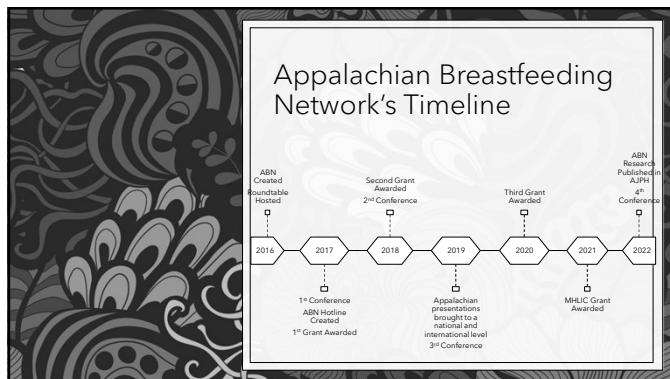
REFLECTION

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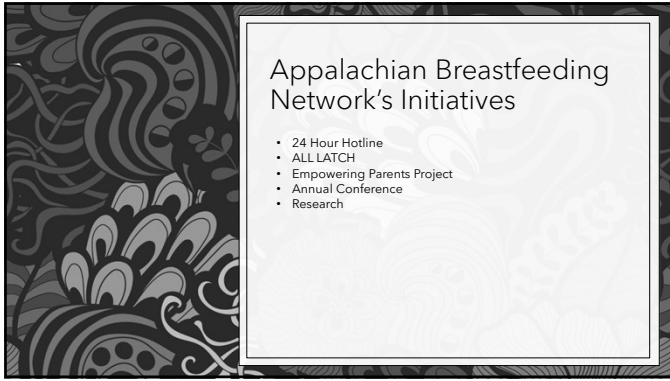
Tips on creating a coalition - non-profit or otherwise

- ❖ Reflect on your own culture and biases – this is important when reaching out to other states and regional differences
- ❖ Become familiar with grass roots organizations
- ❖ Become familiar with WIC organization (USA) heads or governmental agency heads – they will usually have great contacts for you!
- ❖ Become familiar with the movers and shakers in your area (this could be someone at a governmental level, organization level, or community level).
- ❖ Embrace technology. Social media is very important! Utilize and embrace conference calls, video chat, social media, e-mail, and more.
- ❖ Research. Before building a coalition based on a need – first make sure that need has not already been identified by another group or organization! If it has – find ways to join with said group and see if there are additional needs not being met.

39



42



43



44