



Board and leadership  
 Staff and management • Fundraising  
 Marketing/communication • Program development  
 Technology • Financial management



**The NonProfit HelpDesk**  
*helping you do good, better.*

## The NonProfit HelpDesk

A division of the Jewish Community Council of Greater Coney Island, Inc.

# NonProfit HelpDesk

## Services and Education at-a-Glance

### Board and leadership development

- Organizational assessments
- Vision and mission
- Strategy
- Governance
- Ethics, values and management
- Leading and managing change
- Leadership transition

### Staff and management development

- Conflict management and negotiation
- Cultural competence
- Working in teams
- The empowerment process
- 360 degree feedback coaching
- HR assistance
- Employee benefits do's and don'ts
- Organizational performance
- Virtual receptionist services
- Remote program registration services

### Strengthening fundraising

- Vision, budget and finding funders
- Grant writing
- Events
- Nurturing relationships
- Remote phone solicitation and follow up

### Program development

- Setting goals and objectives
- Developing a program to meet goals
- Implementing goal-based program evaluation

### Financial management

- Bookkeeping set-up
- Design and implementation of internal controls
- Financial IT
- Bookkeeping / Audit preparation
- Annual filings and reporting
- Budgeting
- Board accountability
- No-worries contracts: Outsourced financial management

### Technology

- Technology assessment and goal alignment
- Using technology in service provision
- Technology integration
- Networking
- Security
- Software selection, acquisition and customization
- Remote trouble-shooting and help desk
- Web development
- Outsourced IT management

### Marketing and communication

- Communications strategy
- Brochures, flyers, newsletters
- Web copy
- Articles and press releases
- Reports
- Social media



Technology that works for you  
**Strong accounting systems**  
Effective governance  
A solid financial footing  
**A productive staff team**  
Satisfying multiple funders

It takes a lot to survive as a nonprofit organization.

**Fortunately, the NonProfit HelpDesk can make it easier.**

We help your organization to go beyond surviving--to thriving. We give you the support you need to put your energy into what you're all about: fulfilling your mission and providing excellent programs.

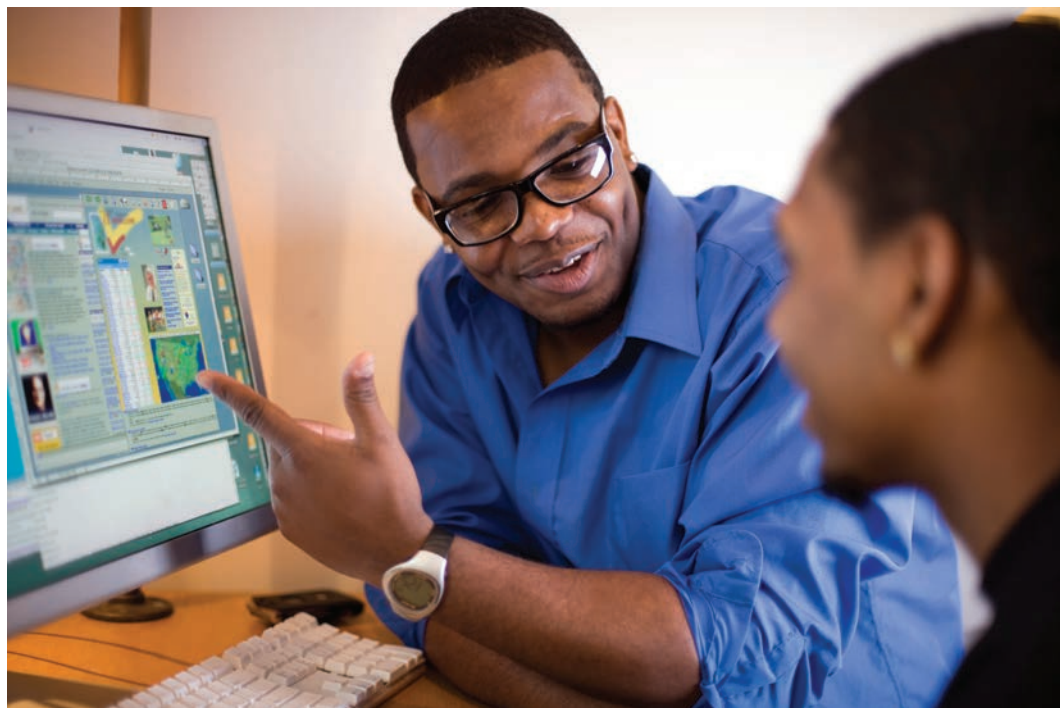
The NonProfit HelpDesk (NPHD) offers consulting services, outsourced services, education and training and support to nonprofit organizations. We build capacity at the community-based nonprofit organizations that are a vital part of the fabric of life in New York City communities.



## Services for Nonprofit Organizations, by a Nonprofit

The NPHD was created in 1992 as a project of the Jewish Community Council of Greater Coney Island, Inc. We have helped more than 800 New York City nonprofits to automate their fiscal, administrative and programmatic operations, strengthen their financial position, develop their leadership and management capacities, boost staff efficiency and confidence and ultimately improve service delivery to constituents.

Because the NPHD is part of a social service agency, we understand the needs of our nonprofit clients and we know how to address those needs appropriately. We do our best to keep our prices as low as possible, while providing superior service. Some services are available free of charge to qualified agencies.



## Board and Leadership Development

The NonProfit HelpDesk provides a full range of services that build on the passion of nonprofit leaders by strengthening their core leadership and organizational skills.

- **Organizational assessment:** Uncovering or fully developing key issues using documents, interviews, operations and services assessment. Determining strengths and growth opportunities and making concrete recommendations for improvement
- **Vision and mission:** Articulating the big picture that guides everything done by the organization
- **Strategy:** Creating a framework for organizational growth and development
- **Governance:** Assuring that structures, by-laws and procedures meet legal and regulatory requirements and organizational needs
- **Ethics, values and management:** Helping leadership make values and ethical considerations explicit and refine policies and procedures to reflect them
- **Leading and managing change:** Understanding leadership's role in the change process, how to inspire change, and action to create successful change
- **Leadership transition:** Achieving maximum benefit: information capture and transfer; defining the position, search strategy and selection process; supporting phase-in



*“The NonProfit HelpDesk provides a high-level professional service. They are incredibly effective. Our contract with them was a win-win situation all the way around. They are responsive, user-friendly and so helpful.”*

- Kimberley Maier, Executive Director,  
The Old Stone House

## PUZZLE Online Community

PUZZLE is NPHD's online networking site and forum, where New York City's nonprofit professionals can benefit from each other's experience. Share challenges and solutions with others working in similar organizations. Post profiles of your nonprofit interests, clients and funders, exchange views on operational, , funding and strategic issues, take advantage of online resources not available elsewhere and discuss and celebrate achievements.

Explore PUZZLE at [www.puzzlenyc.org](http://www.puzzlenyc.org)



*“The program helped me carve out time for really considering important things like funding and strategic planning. We so often get caught up in the everyday crises and don’t make time for planning. One session in fundraising forced me to really think about where our money is coming from and how much time we are spending on our projects in relation to that funding. It’s been very useful in figuring out how to allocate our time.”*

- Amy Ellenbogen, Project Director  
Crown Heights Community Mediation  
Center

## Staff and Management Development

The NPHD offers a variety of training and coaching services that help small-to-mid-sized nonprofit organizations maximize staff effectiveness. These include:

- **Cultural competence:** Working effectively with the full range of ethnicities and cultures found on the organization’s staff and in its clientele
- **Conflict management and negotiation:** Group training or individual coaching in preventing and resolving conflicts within the organization or between staff and clients
- **Working in teams:** Group coaching in the advantages and techniques of working effectively in staff teams
- **The empowerment process:** Engaging staff and clients, and enabling them to take action; having them define the problem and participate in the solution
- **360 degree feedback coaching:** Providing the organization or specific staff members with feedback on how others see them, and helping them take in the feedback and make use of it
- **HR assistance:** Assistance in negotiating the hiring and employee management maze; knowing your legal obligations
- **Employee benefits do’s and don’ts:** How to assess, shop for and administer benefits; presenting benefits to staff
- **Organizational performance:** Creating formal mechanisms for measuring and reporting on project outcomes and overall organizational performance

We also offer the following outsourced services:

- **Virtual receptionist services:** A remote operator familiar with your organization to handle phone reception, refer calls to the appropriate party, take and forward messages and provide information to callers, on or off hours.
- **Remote program registration services:** Remote operators handle telephone intake for your ongoing and seasonal programs, saving you the expense and bother of hiring in-house staff

## Strengthening Fundraising

The NonProfit HelpDesk can help you achieve fundraising success for your programs through direct assistance or staff training.

- **Vision, budget and finding funders:** Creating a clear vision of what you need funding for and how much you need. Thinking creatively about your pool of potential funders
- **Grant writing:** Responding to your funders' priorities, grabbing their interest and showing your competence
- **Event planning:** Using special/community events and making use of public/private partnerships
- **Building and nurturing relationships:** Developing powerful relationships that are the secret ingredient in fundraising success
- **Remote phone solicitation and follow-up:** Arranging and handling your fundraising outbound calling needs. Managing telephone follow-up for pledge collection

## Program Development

You know your clients' needs; the NonProfit HelpDesk can help you shape programs to meet them while adhering to funder requirements. Our services and support are always customized to fit your unique situation.

We work with top leadership and key program people to strengthen skills in program development and evaluation, including:

- **Setting program goals and objectives**
- **Developing a program to meet those goals**
- **Implementing comprehensive, goal-based program evaluation**

Skill development may occur through small group training, coaching, collaborative problem-solving and staff participation in NonProfit HelpDesk workshops or events.

## IT Services for An Agency Serving Abuse Victims

The client's patchwork approach to IT was taking time away from their core mission and cost too much. NPHD took full responsibility for their IT infrastructure. The client now has well-functioning equipment, back-up and security, up-to-date software, proper IT handling of staff transitions, and help desk support. They have a fixed IT budget and greater control of their information.

*“What you guys do, works!... you helped stabilize our organization. NPHD has been very efficient, our costs have been low and your help has tremendously improved our reporting, as well.”*

- Louis Rodriguez,  
Executive Director,  
St. John's Place Family Center

*“With NPHD's help, we've become almost entirely independent in managing our DYCD contract. The individualized consultation was detailed, helpful and ... easy to understand.”*

- Malkie Friedman,  
Bnos Zion of Bobov



### **Audit and Bookkeeping Assistance for Healthcare Outreach Organization**

*NPHD provided audit assistance for an outreach organization linking underserved members of a diverse community with quality healthcare. We trained the fiscal officer in the use of QuickBooks and working with that officer, set up the accounting system correctly.*

*NPHD also established procedures for performing bank reconciliations, preparing reports for funders and processing payroll.*

*The client now has a savvy fiscal officer who can perform his job in a fiscally accurate way.*

## **Financial Management**

The NPHD can provide financial services on a project basis, or under a no-worries contract. Among the financial management services we can provide are:

- **Bookkeeping set-up:** Putting a system in place to meet fundamental accounting requirements and support reporting capabilities
- **Design and implementation of internal controls:** Making sure you have policies and procedures that protect assets, assure accurate reporting and meet auditing standards
- **Financial IT:** Selecting and implementing a computerized bookkeeping and financial management system
- **Bookkeeping/Audit preparation:** Providing outsourced bookkeeping support on an ongoing basis or during peaks. We provide CPA supervision and staff if needed
- **Annual filings and reporting:** training your in-house staff to perform these functions or performing them on an outsourced basis
- **Budgeting:** Helping you establish budgets for funders or setting you up to track expenses vs. budget
- **Board accountability:** Training board members to fully understand their fiscal management responsibilities and what they need to do to protect their organization and themselves
- **Outsourced financial management:** Complete on- or off-site management of an organization's financial information, often for less than it would cost to hire a bookkeeper.

The NPHD's No-worries financial services contract gives you the confidence that comes with having your financial processes and information under control.

“Several of our staff members took [your] classes as DYCD grantees and our organization benefited tremendously. Not only were these individuals able to further their knowledge ... at no cost to us, but we benefited when non-fiscal staff were able to understand more of the finance-related aspects of our organization. One employee gained enough knowledge from a certificate course that she was promoted to a new position with higher pay.”

**Sarah Scutro**, Special Assistant to Chief Operating Officer, The After School Corporation



## Technology

The NonProfit HelpDesk has years of experience in providing high quality technology services for New York City nonprofits. Our services are available on an hourly or project basis or through a no-worries contract to maintain your entire technology infrastructure.

- **Technology assessment and goal alignment:** Developing a comprehensive technology plan, including budget and funding sources, based on organizational goals. We provide training and support for implementation
- **Using technology in direct service provision:** Focusing on the use of technology to make services more effective and efficient, including the use of social media for marketing and outreach and the provision of online services such as online tutoring
- **Technology integration:** Making software applications work together to eliminate duplicate data entry and manual data transfer
- **Networking:** Setting up your technology to share files, software and databases and to back up essential data; includes wiring and software configuration
- **Security:** Assessing security needs and recommending solutions for virus and spyware prevention, as well as approaches to data backup procedures, software updates and computer and internet access procedures
- **Software selection, acquisition and customization:** Simplifying the process by providing specifications, identifying vendors, obtaining bids, customizing software and training staff
- **Troubleshooting and help desk:** Remote on-call troubleshooting and telephone software support on a per diem or contract basis, using an online ticket system. We can also monitor networks and resolve many issues remotely or through onsite visits
- **Web development:** Developing messaging, a navigation structure (tabs and menus), text, design and development (coding)
- **Comprehensive outsource IT management :** Coverage of all your ongoing technology needs including periodic check-ups, services and emergency care as needed. It's often less expensive than hiring a technology professional and is easier than handling technology in-house

The NPHD No-worries contracts give you peace of mind about your organization's technology.



### Reporting Capabilities For a Social Service Organization

*For a client serving many seniors, the NPHD responded to their need to generate reports for both funders and internal use. We customized our standard database system to fit the client's unique needs. They now record each transaction, and can aggregate the information about those transactions to create profiles of their clients, the kinds of services they receive, and the frequency and timeframe of those services, all in a matter of minutes.*



*“Thank you for the efficient and effective customer service. I love the personal touch NPHD staff offer every time I call. Your quality and professional customer relationship and services are truly rare. We’re really happy with NPHD, and look forward to growing with you.”*

Bryan Pu-Folkes,  
Executive Director (former)  
New Immigrant Community  
Empowerment

## Marketing and Communication

Nonprofit organizations need to tell their story to many different audiences, from clients, to funders, to referring agencies and partner organizations. The form and shape that the story should take depends on the target audiences to be reached, the purposes to be achieved and sometimes, on the available budget.

The NPHD can help your organization to develop:

- **A communications strategy:** Defining who you need to reach, with what messages, and the formats in which that can best be achieved.
- **Brochures, postcards and flyers:** Informing or reminding people about your entire agency or a specific program or event
- **Newsletters:** Creating the concept, structure, design and content for electronic or print newsletters that provide a consistent touch point
- **Web copy:** Establishing a user-friendly online presence
- **Articles and press releases:** Providing increased public recognition of an organization or program
- **Reports:** Describing your achievements for your board, other agencies or funders
- **Social media :** using social media to reach perspective clients and funders.

We work with you to develop the text for the chosen marketing format. Where appropriate we guide a designer in creating a professional design for your specific marketing needs.

### Website Development for a Senior Services Center

This senior center, which had an outdated website, received a small grant from the state to re-do the site so they could properly inform funders and their community about their programs. NPHD was able to leverage this funding with a “scholarship” so the center could complete full website re-development including a content management system for easily updating photos and news. We designed and developed the site, and trained the center’s staff on updating it. Two weeks after launch the executive director called to say that they had received their first donation.

## Experience

The NonProfit HelpDesk has assisted hundreds of nonprofit organizations to do good, better, since 1992. Our experience includes work with:

**Art centers**

**Community development organizations**

**Cultural services**

**Daycare services**

**Educational advocacy organizations**

**Ethnic support organizations**

**Healthcare referral services**

**Homeless services**

**Housing organizations**

**Immigrant support organizations**

**Independent living services**

**Legal services**

**Music organizations for children**

**Services for the disabled**

**Youth sports organizations**

**Youth services**



## **NonProfit HelpDesk**

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