

**The 21st Century Renaissance Youth
Leaders Invitation Program 2005**

NPO Management Course Members

October 18th 2005

HANDBOOK

For

Non Profit Organizational Management

Handbook for Non Profit Organizational Management

Purpose:

This handbook was prepared as a practical guide in managing an Alumni Association (AA) as Non Profit Organization (NPO) which aims for revitalization and to perform social contribution activities.

Vision: That all Alumni Associations as Non Profit Organizations will be revitalized and can perform social contribution activities.

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Introduction

1 . Definition of Non Profit Organization (NPO):

According to the International Classification of Non Profit Organization (ICNPO) by Johns Hopkins University, NPOs consists of 5 key parts, these are:

- They are Organized; i.e. institutionalized to some extent
- They are Private; i.e. institutionally separate from the government
- They are Self Governing; i.e. they have their own internal procedures for governance
- Not profit distributing
- They are Voluntary; i.e. members voluntarily chose to join the organization

NPO are often described as the third sector or charities.

2 . Purpose of an Alumni Association (NPO)

Both the Ship for World Youth and the Ship for South East Asian Youth Program function as Alumni Association under the 5 key parts as defined as a NPO.

SWYAA ~ The Ship for World Youth Alumni Association (SWYAA) promotes and supports the spirit of leadership towards achieving cultural understanding, international cooperation and world peace developed during the SWY program sponsored by the Cabinet Office, Government of Japan.

SSEAYP ~ Ship for Southeast Asian Youth Program (SSEAYP): The Primary purpose of SSEAYP International shall be as follows:

1. to create the opportunity for the reunion of former participants to realize our desire to promote lasting friendship, understanding and good will.
2. to help in the development of the activities of all the Alumni Associations through the exchange of information on a regular basis
3. to contributed to society by planning and managing joint projects that responds to social needs
4. to engage in activities that will generate funds to enable the achievement of the purpose stated in this article
5. the secondary purpose of SSEAYP International is to invite, select and accept applications for membership from and foster harmonious relationships with other organizations.

An Ideal Alumni Association:

- Has a Clear Mission
- Identified Target Audience
- Good communication between members and key stakeholders.

An ideal Alumni Association is one that is involved in social activities as sports, welfare, arts, advocacy/lobbying. This ideal could be reached using the following options/tools:

- Creation of logo, slogan
- Networks, including updated contact and mailing list
- Website
- Reports of activities
- Newsletters or regular information
- Annual meeting

3 . Explanation of How to use Handbook

This handbook can be used in a variety of ways, depending on the organizational structure of the NPO. Here are some examples:

A. Take this Handbook to your respective Alumni Associations and lead them through workshops or focus groups to address the contents.

OR

B. Assign one element to each Board member (or active volunteers) to research and gather information on each element, and report back to Board for action

OR

C. Put a process in place to evaluate your Alumni Association on a regular basis (maybe annually) to the elements in Handbook.

4. Five Key Elements

A. MISSION

MISSION – VISION- VALUES

Vision - Purpose or goal of organization. Without a mission there is no reason for existence.

1. Mission = Why we are here, purpose. – clear, short, allows for growth

2. Vision = Where you want to go.

3. Values = What guides the way we work (our organizational principles, values, culture)

“A SLOGAN IS EASY TO ATTRACT MORE PEOPLE.”

The purpose of the questionnaire is to use these questions to build a Mission Statement.

~please fill in this sheet with your key stakeholders (people who are influenced or influence your AA/NPO). Focus groups, phone calls, surveys, email questionnaire.

1. Who are we?
2. In general what are the basic social or political needs/problems we exist to meet?
3. In general what do we do to recognize, anticipate, and respond to these needs or problems?
4. How should we respond to our key stakeholders?
5. What are our organizational philosophies, values, and culture?
6. What makes us distinctive or unique?

B. Human Resource Development

Every healthy NPO has two strong components: First there needs to be a Board of Directors, or team responsible for the direction of the NPO. Second, there should be a strong membership base so that the group has the resources, skills, time and passion to fulfill the mission of the NPO. You should also consider outside stakeholders who may be able to contribute to your mission.

1. Identify who you have, what skills, availability, and interests, for each needed area.
 - A. Board of Directors:
 - B. Membership
 - C. Outside Stakeholders
2. What roles and tasks do members have?
3. How involved are your members with the mission of your organization?
4. How many people belong to your organization?
5. What are the needs of your members?
6. What is the level of contribution can your members offer to your AA?
7. What resources can you use to connect your members and key stakeholders?
8. Do you have activities to maintain member's interest?

9. How often do you meet physically with **all** your members?

To Develop Human Resources Alumni Associations need to:

- Keep a maintained up to date Database of members and key stakeholders
- Maintain enough diverse skills in AA
- Determine peoples Time/availability
- Provide Motivation for people's commitment
- Provide transparent and relevant communication
- Have and maintain a website or newsletters
- Regular activities to encourage contribution
- Ensure shared common goals

C. Public Relations

Public Relations is the image that you would like to promote for your organization in order to maintain a certain public profile and to gain credibility and trust by the public community, target groups and potential donors.

1. What is the goal of the PR? What are we trying to achieve and what do we want to tell them about our main project?
2. To whom are you focusing?
3. What message or image do you want to project?
4. What resources does your group have to use for public relations? (time, contacts, money, relationships with other companies, NPO, etc)
5. Regarding your target audience what do they like, what do they want, what appeals to them?
6. Out of the available resources we have, which ones are most appropriate to reach our target audience.

D. Funding

You may need legal status as an AA if you require funding. Funding is an important part of an AA/NPO to provide the ability to sustain itself (mailing, etc.) and to perform social contribution activities.

There are many places funding can be potentially accessed from:

- Government
- International organization

- Grants, donations
- Companies/private donations.
- Activities
- Creating your own funds (fundraising, events etc)
- Membership fees.

How to get funding:

1. Have a defined clear mission for the organization. Having this will give those you approach for funding an idea of what you will accomplish with the money.
2. The NPO should know its funding targets (Budgets)
 - What funding is required for the social contribution activities the NPO wants to perform?
 - What are the administrative costs? (salary, rent, communications etc)
3. What resources do you already have?
4. What resources do you need to achieve your goals?
5. What networks do you already have that you can use to develop new funding?
6. The NPO must show clear lines of accountability and transparency, including regular reports on the status of fundraising efforts.

Things to include in a Funding Kit:

- have a brief description of what the AA does and has done.
- If you are doing a project (social contribution activity) you may want to include a strategic plan, which includes a budget breakdown.

E. How to create a Strategic Plan

- ~ Individually
- ~ As a group
- ~ In partnership with other NPO or wider community

Five important questions to ask when developing a strategic plan:

1. What is our mission?

2. Who is our customer (target)

~those who must be satisfied to achieve results, there are two type primary and supporting.

3. What does the customer want?

~ Their needs, wants and desired long term results

What are our results/outcomes?

~ defined by peoples changed lives

I.e. behavior, circumstances, health, hopes, competence, capacity

Link to performance indicator to show outcomes

4. What are our results?

What outcomes do you intend to achieve from your plan.

5. What is our plan?

- A. Define the particular place you want to be and how you intend to get there. A strategic plan must be SMART (specific, measurable, achievable, realistic and have timeframes). It needs to include: Your Mission, Vision, goals, objectives, actions, steps/milestones, a budget, and an evaluation component against the defined timeframes.

5. Conclusion

This handbook is designed to assist the work of each Alumni Association in a simple but concrete way. It is important to use all parts of this handbook to create a strong Alumni Association.

6. Recommendations

Media ~ it is a good idea to develop a relationship with media outlets so they are aware of your mission and will support your Public Relations

How to deal with the media:

Media people

Deadlines

Edit information

Own stories

Visual impact

You should

be aware of the deadlines

keep it short and sweet

give them the headlines

show up

Building a virtual network of ex PY members if you are geographically spread out through:

~ Yahoo email groups, electronic newsletters, chat rooms, regional meetings or shared local/regional projects, regular updates through e network from president/chairperson

7. List of support people, related links, resources

WEBSITES

Catholic Institute for International Relations: Capacity building for local NPO`s: A guidance manual for good practice.

<http://www.ciir.org/Templates/Systems/Basket.asp?NodelD=91675>

Centre for Public Resources Development

www.public.or.jp/

IYEO

www.iyeo.or.jp

BOOKS

John M Bryson `Strategic Planning for Public and Non Profit Organizations`

Hall, Michael and Banting, Keith.2000. The non profit sector in Canada: Introduction McGill-Queen University Press

Kadansha 1994 `Tricks of forming Public Opinion`

Places to go for Help

Local Library

Other NPO

University that offer training in relevant skill needs

Local government support networks

8. List of NPO group members

Rebecca Blaikie

Stephanie White

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Norazlianah Ibrahim

Miranda Sherma Cecile Ozo

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Zhuyem Molina Murillo
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Nyunt Win
Kimlee Srang
Ong Bock Poh
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