

NONPROFIT *Fiscal Fitness*



your newsletter about issues in the nonprofit business world

Blackbaud.

November - December 2009

Editor's Note

We just wrapped up Blackbaud's Conference for Nonprofits in Charleston, South Carolina. The three-day professional development and networking event helped attendees discover industry best practices and new techniques to help their organizations thrive in the year ahead.

In this issue of *Nonprofit Fiscal Fitness*, we highlight several sessions from the Financial Management track from this year's Conference. If you want to learn more about the Conference, you can check out [Conference Central](#), view the [session slides](#) from all the other presentations, and watch the [recordings](#) from some of the most popular sessions including Blackbaud CEO Marc Chardon's general session and Derreck Kayongo's powerful and inspirational keynote presentation.



printer friendly

- » [Download the PDF](#)
- » [View It Online](#)



table of contents

- » [Editor's Note](#)
- » [NetWits Know-How](#)
- » [Financial Management Sessions](#)
- » [Latest and Greatest](#)

NetWits Know-How

Getting all of the know-how you need to successfully market your online event just got a lot easier! Join us for a five-day series of [complimentary web seminars](#) December 14 – 18 covering what every nonprofit professional should know about online events.

Seminars are right at your fingertips. [Visit us online](#) to learn more about the sessions, which will cover planning next year's event, converting offline participation to online support, creating an event email marketing strategy, using social media to enhance your event, and analyzing event results.

While you're there, check out the recordings from web seminar series we previously hosted. Past series covered social media fundraising and web marketing strategies.

Our upcoming online event fundraising seminars will be held December 14 – 18. Don't miss it! [Register today](#).



[^ back to top](#)

Financial Management Sessions from Blackbaud's 2009 Conference for Nonprofits

Communicating Key Indicators Effectively

Presented by: [Karen Kennelly](#), Owner and President, K-Squared Consulting

Nonprofit organizations are, and should be, focused on their missions and providing their services to the public. This often outweighs the equal importance of financial accountability, which has not gone without notice by the government and the public in general. This can affect an organization's ability to sustain and increase its

fundraising capacity, as well as its ability to recruit and retain high-level board members, given the increased awareness of a board member's fiduciary responsibility. An organization can begin to bridge this divide by identifying the key financial indicators, measuring them on an ongoing basis, and communicating the results effectively. It's important to ensure your constituents understand what they are hearing — that's why the form/format for communicating the information is vital. [Download the session slides.](#)

Endowment Accounting: There Must Be an Easier Way

Presented by: [Rebeka Mazzone](#), Director — Rhode Island Region, [Accounting Management Solutions, Inc.](#)

Do you account for your endowment on a spreadsheet and wish there were a way to capture this information in your accounting system? What impact does the recently passed law on [UPMIFA](#) have on your daily accounting and budgeting processes? This session explored the basics of [UPMIFA](#) and what impact it has on daily accounting and budgeting for your endowment. The session also covered practical tips for setting up endowments in accounting software to provide better support and budgeting for your spending. Lastly, the session provided the process for setting up a chart of accounts to capture the right information and how to use the grant allocation module to reduce the time required to allocate earnings. [Download the session slides.](#)

FASB Codification

Presented by: [Susan Budak](#), Former Staff Member of the Financial Accounting Standards Board (FASB)

As of September 15, 2009, the FASB declared that its Accounting Standards Codification would be the only source of GAAP for the entities that follow its standards. The Codification includes standards issued by the FASB, AICPA, EITF, and their predecessors. This session explained how the Codification was created and how to use it. [Download the session slides.](#)

GAAP Made Easy

Presented by: [Susan Budak](#), Former Staff Member of the Financial Accounting Standards Board (FASB)

Accounting for nonprofit organizations is often the same as accounting for business enterprises. However, there are some significant differences caused by two facts: a nonprofit's performance can't be measured by a "bottom line" such as net income, and a nonprofit relies on contributions whose use is often restricted by the donor. This session, designed for those that are new to the challenges of accounting and financial reporting by nonprofits, discussed the unique financial reporting model of nonprofits and when you can rely instead on the accounting rules you learned in school or the business world. [Download the session slides.](#)

\$ave Green by Going Green

Presented by: [Holly Condon](#), Senior Vice President of Sales and Marketing, PaperSave

Did you know that the average number of times a document gets copied is 19? Imagine the rainforests we could save if we reduce this by just 50 percent! We can also \$ave by reducing the time it takes to file a document, reducing our usage of filing supplies, eliminating costly off-site storage and fuel to retrieve them...the list goes on! During this session, Holly explored document imaging, SharePoint®, and OCR as ways of saving green by going green, because when paper goes digital, organizations become transformed! [Download the session slides.](#)

PCI Compliant? Now What?

[Aram Aghapour](#), Blackbaud, Inc.
[Paul Bameri](#), Manager, Blackbaud Inc.

So you are PCI compliant. Now what? This interactive session was designed to cover the Blackbaud PCI-compliant products and the impacts on your processes. In this session, the speakers highlighted the PCI-compliant products and answered product-specific questions. [Download the session slides.](#)

The Redesigned Form 990: Tips, Tricks, and Opportunities

[Harmon Burstyn](#), CPA

Before 2008, Form 990 had not been significantly revised since 1979. Yet, exempt organizations have increased in size, diversity, and complexity. Nonprofit groups account for over five percent of the U.S. gross domestic product, contribute \$1.0 trillion to the economy, employ millions of people, have international operations, and have multiple revenue streams. Now, there is far more emphasis on the exempt organization's governing body, governance, and management policies, plus its disclosure practices. This session will provide insight and answers on how to comply completely and accurately. [Download the session slides.](#)

 [back to top](#)

Latest and Greatest



web seminars

F9 for The Financial Edge™

Join us to learn how this new module for The Financial Edge can improve efficiency, reduce errors, and enhance the value of your financial solution.

[December 10, 2:00 p.m. ET](#)

[December 15, 2:00 p.m. ET](#)

An Overview of Blackbaud NetCommunity Grow™

Blackbaud NetCommunity Grow is the complete Internet marketing solution to help you achieve your fundraising and communication goals sooner than you thought possible.

[December 16, 2:00 p.m. ET](#)



in the news

[Leading Nonprofits Go Live and Achieve Results with Blackbaud Enterprise CRM™](#)

Blackbaud announced several organizations, including Earthjustice, Heifer International, Jews for Jesus, and the University of Oxford have successfully implemented and are now live with Blackbaud Enterprise CRM.

[Read the entire article.](#)

[Potential 111 Million Online Donors this Holiday Season](#)

More than 63 percent of online consumers said they would donate via the web during the holiday, compared to 51 percent in 2008.

[Read the entire article.](#)



resources

[Nonprofit Industry Experts](#)

Are you looking for a speaker for your next nonprofit-focused event? Need an expert source for a story? Let us know if our nonprofit industry experts can help.

[Learn more.](#)

[A Cheat Sheet For a Down Economy](#)

Stop worrying about the economic mess and start doing something concrete about it. Call in your top financial person and ask him these questions.

[Read the entire article.](#)

Blackbaud®

Blackbaud, Inc. | 2000 Daniel Island Drive | Charleston, SC 29492 | 800.443.9441

You received this email because you are subscribed to *Nonprofit Fiscal Fitness*. If you would like to unsubscribe, please visit <http://unsubscribe.blackbaud.com> to manage your subscriptions, or simply click [unsubscribe](#) to remove your email address from this newsletter list.

If this email was forwarded to you and you would like to receive a free subscription, please visit www.blackbaud.com/profile/adduser.aspx and create an account. You'll be able to opt in to receive *Nonprofit Fiscal Fitness* and other Blackbaud publications at the bottom of the form. Once you create an account, you can manage your subscriptions at <http://subscribe.blackbaud.com>.

The information contained herein should not be construed as legal or professional advice. If you have questions about how this newsletter's content applies to your organization, you should seek advice from appropriate professional counsel.

© 2009 Blackbaud, Inc. All rights reserved.