

# In the Loop™

Compiled by Valerie F. Leonard

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## Please Forward...

Archived issues of *In the Loop* may be found at [www.valeriefleonard.com](http://www.valeriefleonard.com)

## FROM THE EDITOR

### Welcome!

Welcome to *In the Loop*, an eclectic compilation of e-mail transmittals that I have received during the past week. From time to time, you will find announcements of events, grant opportunities, job postings, links to websites and articles of interest or notes of encouragement. I hope that you, or someone you know, would find the information to be of use. If you would like to unsubscribe, submit material, or make general comments, you may contact me at [valeriefleonard@msn.com](mailto:valeriefleonard@msn.com). I look forward to hearing from you soon.

Valerie F. Leonard, Editor

### Visit [WWW.Valeriefleonard.com](http://WWW.Valeriefleonard.com)

You may 1) learn more about my services; 2) post blogs concerning best practices in nonprofit management; 3) download brochures and flyers from capacity building workshops; 4) purchase reference books and accounting software for discounts ranging from 10% to 30%; 5) review and post job announcements; download back issues of *In the Loop* and *Community Development Milestones* newsletters; 7) link to other resources.

## Capacity Building Blocks

**Back by popular demand!** I currently offer the Capacity Building Blocks, a 9-week workshop series for nonprofit organizations. The interactive workshops provide an in-depth organizational assessment, and balance of instruction, case studies and group activities designed to help you strengthen your organization's infrastructure, and position it for long term sustainability. You may order the entire series, or selected modules. Visit [www.valeriefleonard.com](http://www.valeriefleonard.com) for further information.

## STAYING IN THE LOOP

### Lessons Learned From Lawndale: 13 Tips for Effective TIF Advocacy

As some of you may already know, I am the co-convenor for the Lawndale Alliance, a group of residents who have come together to advocate for fairness and equity in the redevelopment of the North Lawndale community on Chicago's West Side. I am deeply honored to have been invited by Blocks Together to provide a presentation on advocacy for tax increment financing districts (TIFs) on July 9, 2008. Please visit <http://valeriefleonard.com/StayingintheLoop/nfblog/?p=203> to download the handouts, which include an outline of the TIF approval process for the City of Chicago; a Power Point Presentation; tips on organizing an effective TIF town hall meeting; and financial reports for the Chicago Central Park TIF.

### Catch Me if You Can

**Save the Date: November 5, 2008**  
**9:00 a.m.-12:00 noon**

I am also honored to have been invited to do a presentation on strategic planning for North Park University's Axelson Center as part of their 2008 and 2009 series of professional development workshops. The theme for the workshop is "Please Try This At Home: Building Organizational Effectiveness Through Strategic Planning." Click onto <http://valeriefleonard.com/StayingintheLoop/nfblog/?p=206> for further information. A more detailed description of the Axelson Center's Professional Development program is found in the Workshops/Conferences/Seminars section.



## WORKSHOPS/CONFERENCES/SEMINARS

### North Park University Axelson Center for Nonprofit Management 2008-2009 Workshop series

Inspire. Educate. Connect.

When it comes to nonprofit organizations, nothing is typical. Staff, missions, audiences, funding and programs all vary significantly. Some aspects however, bind us all together: the desire to serve, to create change, to make a real impact. Through The Axelson Center's workshop series, we seek to provide the inspiration, the education and the resource connections crucial to your success in the nonprofit sector. You are unique, but you are not alone.

We've created the Professional Certificate in Nonprofit Management with you in mind. We offer more than 20 opportunities for learning in a variety of subjects such as fundraising, marketing, human resources, governance, technology and others. You can focus your attention in one specific area, or you can take a broader approach. We have workshops for a variety of skill and experience levels to meet you where you are in your career.

You choose the path that fits you best, and we'll help you reach your goals.

**We are currently in the process of planning our workshops for Fall 2008. Please check back soon! If you are not yet on our email distribution list and would like to be to receive information about our programs, please email your contact information to [axelson@northpark.edu](mailto:axelson@northpark.edu) To view workshops previously offered, go to [http://www.northpark.edu/home/index.cfm?northpark=Axelson.Axl\\_workshops](http://www.northpark.edu/home/index.cfm?northpark=Axelson.Axl_workshops)**

### Project Safe Neighborhoods, July 29-31, 2008

I thank Ms. Aletra Nicholson, Director of Workforce Development Programs for the Lawndale Employment Network, for providing the following information.

The goal of this training is to improve the level of knowledge, communication, and collaboration involved in addressing the criminal gang issue affecting communities throughout the nation. The curriculum is based on current policies and proven practices and strategies in the criminal justice field. The training is a collaborative effort among federal partners. Instruction is provided by experienced practitioners and subject-matter experts at **no cost to attendees**. Click onto the link below to download a flyer with further information,

<http://valerieleonard.com/StayingintheLoop/nfblog/?p=208>

### Stanford Nonprofit Management Institute

I received the following information from the Stanford Social Innovation Review.

Registration now open for the annual Nonprofit Management Institute, sponsored by the Stanford Social Innovation Review (SSIR) and the Association of Fundraising Professionals (AFP). This intensive two-day institute will equip nonprofit leaders with new ways of looking at the strategic issues within their organizations as well as give them critical knowledge and skills they can use immediately. Even the most experienced executives will learn how to apply business tools to run nonprofits without sacrificing quality, build a more powerful nonprofit brand, use social networking effectively, learn about new approaches to evaluation, understand the unique ethical challenges of nonprofits, and use lobbying to create social change. The program provides plenty of time for discussion and networking on the beautiful Stanford University campus.

Sessions will be conducted by Stanford Graduate School of Business professors and leading practitioners in the field of nonprofit management.

For more information, please visit [www.ssireview.org/npinstitute](http://www.ssireview.org/npinstitute), or [click here to register now!](#)

### Illinois Real Estate Development/Finance Seminar

I'd like to thank Ms. Patrice Ball-Read, Esq., of the Illinois Attorney General's Office for providing the following information.

**What:** "Illinois Real Estate Development & Finance" Seminar

**When:** August 7 & 8, 2008

**Where:** Tremont Hotel – Chicago, IL

Whether you are a developer, industrial property owner, attorney, municipal consultant, land use planner, government official or financial advisor, your success in the fields of land use development and finance depends on an up-to-date knowledge of land use law, government policies, administrative decisions and all the various financing options. Please plan on joining program co-chairs **Charles R. Bernardini of Ungaretti & Harris** and **John W. Brancaglione, Vice President of Peckham Guyton Albers & Viets, Inc.** as they join *recognized experts in the field, and key government officials* responsible for approving and managing real estate development and finance in the Midwest.

**Topics include** TIF; Appeals; Tax Credits; Tax Abatement; Financing Real Estate Investments Involving Government Assistance; The Business District Act; Historic Preservation Law; Construction and Architectural Contracts and more. For more information, click onto the following link: <http://valerieleonard.com/StayingintheLoop/nfblog/?p=218>

## SMALL BUSINESS DEVELOPMENT

### The Chicago Urban League Project Next Business Plan Boot Camp Module II-Marketing

I received the following information from Ms. Shari Lyn Banks of the Chicago Urban League.

The Chicago Urban League will host the Business Plan Boot Camp Module II-Marketing on the following dates:

July 29, 2008- Market Research  
August 5, 2008-Developing a Solid Marketing Strategy for Your Business  
August 12, 2008-Marketing on A Shoestring Budget  
August 14, 2008-Business Support Clinic (appointment only)

**Location:** Chicago Urban League  
4510 South Michigan Avenue  
Chicago, IL 60653

**Time:** 6:00 p.m.

**Fee:** \$20.00 per session or \$150.00 per year education membership

**Contact:** Zenobia Williams 773-624-8803  
or [zwilliams@thechicagourbanleague.org](mailto:zwilliams@thechicagourbanleague.org)

Click <http://valeriefleonard.com/StayingintheLoop/nfblog/?p=213> to view the details of the announcement. Visit [www.thechicagourbanleague.org](http://www.thechicagourbanleague.org) to learn more about the organization.

## News From the IRS

The July 23, 2008 edition of the IRS Newsletter includes the following headlines.

1. IRS Videos Offer Information on Retirement Plans
2. Small Business Federal Tax Responsibilities
3. SBTU Offers Tax News and Information
4. Social Security Business Services Online Recommends Early Registration
5. IRS Headliner Explains Benefits of E-News for Small Businesses Newsletter
6. Recent Announcements for Small Businesses

Visit <http://valeriefleonard.com/StayingintheLoop/nfblog/?p=214> to read the entire issue.

## SPECIAL EVENTS

### Ready, AIM, Fire! Anointed in Movement (AIM) Christian Arts Company Showcase

I'd like to thank Rev. Steve Greer, Pastor, Christian Valley Baptist Church, for providing the following information.

Anointed in Movement Christian Performing Arts Company presents our 3rd Annual Performing Arts Showcase, "FREEDOM" It is for freedom that Christ has set us free. Stand firm, then, and do not let yourselves be burdened again by a yoke of slavery. Gal. 5:1

This anointed evening of drama, dance, music, poetry, mime, step, rap, comedy...will take place on August 2, 2008 -6:00 pm at Whitney Young HS Fine Arts Center - 1431 West Jackson. The doors will open at 5:00 p.m. Tickets are \$10 in advance & \$15.00 at the door.

Tickets may be purchased online at [www.aimcompany.org](http://www.aimcompany.org) and at the following locations:

- Betty Jo's Bookstore -Roosevelt & 16th, Broadview, IL
- Fountain of Living Waters -Leamington & Madison, Chicago, IL
- Keys to Christ Music & Books -5449 West Division, Chicago, IL

Groups of 10 or more may purchase discount tickets, please call 773-382-AIM7 (2467).

Click <http://valeriefleonard.com/StayingintheLoop/nfblog/?p=210> to see the entire announcement and download a full color flyer.

## Julie Welborn Celebrates 1 Year of Perfect Peace

Hi All-

As we approach our first year anniversary, we want to extend to you an invitation to celebrate with us.

Please stop by some time during this month to celebrate with us. Thanks again for your tremendous support.

Julie Welborn  
Owner, Perfect Peace Cafe & Bakery  
1255 West 79th Street, Chicago, IL 60620  
773-224-CAFE (2233) Fax: 773-224-2244  
[www.perfectpeacecafe.com](http://www.perfectpeacecafe.com)

## NONPROFIT MARKETING STRATEGIES

### Network for Good

The following articles are from Network for Good, [www.networkforgood.org/npo](http://www.networkforgood.org/npo) Hyperlinks are in green, even if they are not underlined.

- **Starting a Cause on Facebook**  
Causes is a tool that lets you easily fundraise and recruit supporters for your nonprofit on the popular social network Facebook. For nonprofit organizations, there are two components of Causes:...
- **7 Tips to Make Your Charity Badge a Success**  
Charity badge campaigns have the potential to be incredible fundraising mechanisms if successful but are also susceptible to failure if they are not properly implemented. Below are some tips to...
- **Fads, Trends and Preparing the Faith-based Organization for the Future: Interview with Jay Gary**  
Recently, I caught up with Jay Gary, author, futurist and now assistant professor at Regent University in their School of Global Leadership & Entrepreneurship. For years Gary has conducted &...
- **Causes on Facebook: Everything You Need to Know About Using Facebook as a Nonprofit Marketing Tool**  
Causes on Facebook is a tool that lets you easily fundraise and recruit supporters for your nonprofit on the popular social network Facebook. On this call Randall spoke about how Causes can supplement...
- **The Six Steps to Winning Hearts and Minds on Web 2.0**  
Being seen and heard and connecting are the emotions that drive social media, and they should drive your online outreach strategy. This should be a relief to all of us who think we lack the technological...

## MISCELLANEOUS

I would like to thank Cook County Commissioner Robert Steele for providing a copy of his newsletters providing information on community resources and job announcements. Please click onto the link below to download a copy of the newsletters.

<http://valerieleonard.com/StayingintheLoop/nfblog/?p=217>

## RECOMMENDED READING

### Lost in New Beijing: The Old Neighborhood

The following article appeared in the New York Times July 23, 2008.

HISTORICAL cycles that took a century to unfold in the West can be compressed into less than a decade in today's China. And that's as true of Beijing's preservation movement as it is of the nation's ferocious building boom. To read the entire article, click onto the link below.

<http://www.nytimes.com/2008/07/27/arts/design/27ouro.html?hp>

## CIVIC ENGAGEMENT

### 247 Townhall

I thank Michell Morton, Program Director, Chicago at One Economy, for providing the following information.

Good Afternoon:

As many of you know, One Economy has a civic engagement media property called 247 Townhall. 247 Townhall allows users to take action by blogging, posting videos, writing articles, sharing events, and reporting the news and/or issues impacting their neighborhoods. What you share is up to you, but One Economy wants to encourage you to be engaged and tell YOUR story!!

On July 4<sup>th</sup>, One Economy kicked off 247Townhall.org's *If I Were President* campaign. We have received support from artists such as Mos Def, Danny Glover, and Martin Luther for our *If I Were President* campaign. Make sure you visit the site to see some well known celebrities share thoughts on what they would do, and to see some our local celebrities a.k.a. our Digital Connectors discuss their ideas. Many of them touched on very important topics and shared great ideas of how they would improve our country. If that wasn't incentive enough to check out the site and start participating, One Economy is **giving away Flip Cameras to the top 10 most viewed user generated videos**. And don't forget to check out our other local celebrities, such as Lowry Taylor and Valerie Leonard.

If you have any questions, please contact me. You can also go to [www.247townhall.org](http://www.247townhall.org) for contest information and rules.

Best,

Michell Morton  
Program Director, Chicago