



# **Smart moves for winning Non-Profits**

# Non-Profit Organizations





# Saving Animal Lives: Be Their Hero

You've got a terrific idea for helping animals—all you need is a lot of money.

# Starting & Sustaining a 501 (c) (3) Animal Welfare Organization Turning Passion Into Purpose



- Why Start a 501(c)(3)?
  - - Give your mission legal structure and credibility
  - - Access tax-exempt donations and grants
  - - Build trust with the public and potential partners
  - - Protect personal liability

# Laying the Foundation and The Legal Steps to 501 (c) (3) Status

- - Identify your mission and vision
- - Define your programs (e.g., rescue, transport, education, TNR)
- - Build a core team or board of directors
- - Choose a unique name and check for availability
- The Legal Steps to 501(c)(3) Status
  - - File Articles of Incorporation (state level)
  - - Apply for EIN from the IRS,
  - Sam.gov for your UEI Number A Unique Entity Identifier (UEI) number is a unique nine-digit identifier for businesses, issued by SAM (System for Award Management). You can think of it as your business's social security number, except you must request one rather than automatically being assigned one.
- - Create Bylaws
- - Hold an initial board meeting
- - File IRS Form 1023 or 1023-EZ or 990
- - Apply for state tax exemption if applicable

# Tips for a Strong Application

- - Clear and specific mission statement
- - Budget that reflects your goals
- - Describe planned activities in detail
- - Avoid red flags like excessive lobbying or private benefit

# Building an Effective Board

## Board Roles & Responsibilities



- - Diverse skills: legal, fundraising, operations, marketing
- - Clear roles & responsibilities
- - Bring people from different backgrounds
- - Regular meetings with agendas
- - Emphasize accountability and ethics

- Who's Who in a Nonprofit – and Why Roles Must Be Separate 1. Founder • Started the nonprofit. • Helped create the mission and vision. • May continue to be deeply involved in programs, fundraising, and leadership. • Founders do not 'own' the nonprofit — all assets belong to the organization.
- 2. Executive Director (ED) • Runs day-to-day operations. • Hires/manages staff and volunteers. • Oversees programs, fundraising, and budget execution. • Reports to the Board of Directors (even if the founder is the ED). • Should not control the board — board must be able to supervise and replace the ED if needed.
- 3. Board of Directors • Provides governance, oversight, and strategic direction. • Approves budgets, policies, and major decisions. • Hires, evaluates, and, if necessary, removes the Executive Director. • Should be mostly independent from the founder to avoid conflicts of interest.
- Why the Founder Shouldn't Be the Only Director • Legal compliance: IRS and state laws require independent governance. • Checks & balances: Prevents self-approval of salaries, contracts, or spending. • Funding credibility: Most grants require independent board members. • Public trust: Shows transparency and accountability.
- Best Practice for a Healthy Nonprofit Founder can be the Executive Director or a board member, but not the only or controlling member of the board. Board should have at least 3–5 unrelated members. Meet regularly and keep written minutes. Follow a conflict-of-interest policy



# The power of communication

# Effective delivery techniques

This is a powerful tool in public speaking. It involves varying pitch, tone, and volume to convey emotion, emphasize points, and maintain interest.

- Pitch variation
- Tone inflection
- Volume control



Effective body language enhances your message, making it more impactful and memorable.

- Meaningful eye contact
- Purposeful gestures
- Maintain good posture
- Control your expressions

# Engaging the funders

You dash off an email to a deep-pocketed foundation, describing your vision and your lifelong love for animals. Three days later, a white van pulls up to your house. A film crew points their cameras toward you, and a handsome man presents you with flowers, balloons and a massive check.

Sadly, that's not how grant funding works.

True, there are foundations that collectively give out millions of dollars each year to animal welfare causes. But there are also thousands of nonprofits competing for that money, and the process is more involved than sending an email, buying a lottery ticket or entering a sweepstakes. The good news is that, when done right, your chances of success are much higher than 1 in 2.4 billion.

So go ahead and fantasize about winning the lottery when you need a mental break from cleaning cages, feeding fosters or reviewing last month's vet bills. Just make sure you also invest some time in developing a winning grant and non-profit strategy.



# Fundraising Essentials

- Launch your organization with a “founder’s campaign”
- Use online giving platforms (e.g., PayPal, Give Lively, Cybergrants, Frontdoor)
- Apply for local, state and national grants
- Host events, raffles, or sponsorship drives
- Tell compelling animal stories and your passion to help

TIPS

## STAYING COMPLIANT



# Staying Compliant

- File annual IRS Form 990
- Keep records of donations, spending, and meetings
- Follow state charitable registration laws
- Maintain good standing with the IRS
- DON'T LOSE YOUR 501 C3!!!

# Some Grant Funders



Thank You

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