



THE MAY DIGEST

A promotional banner for an event. The left side has a purple background with the The Rome Group logo and text: 'THE ROME GROUP insights, strategies, solutions', 'PHILANTHROPIC LANDSCAPE', 'AUGUST 31, 2023', '7:30AM - 10AM', and 'AT COCA - CENTER OF CREATIVE ARTS'. The right side has a teal background with the text 'SAVE the DATE' in large, white, bold letters, where 'the' is in a smaller, cursive font.

Add event to calendar



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IN THE NEWS

10th Give STL Day Raises More Than \$3.8 Million for Local Nonprofits

Our region's tenth Give STL Day is in the books, and once again St. Louis area donors stepped up to support local nonprofits. This year, to commemorate the event's tenth year, the St. Louis Community Foundation added 10 hours to the giving period, making it a 34-hour day of giving. Read more [here](#).

5 Ways to Avoid Mission Creep

Mission creep is a common challenge for many nonprofit organizations. It happens when an organization gradually shifts focus away from its original mission in order to take on

new initiatives not closely aligned with its core goals. Read more about how to avoid mission creep [here](#).

Philanthropic Gift & Grant Writing - A Unique Form of Storytelling

An effective and compelling proposal tells a story about your organization and your project in a way that resonates and connects with your audience so that they are moved to take action and support your cause. This takes some thoughtful planning. **Read** Consultant Michelle Fielder's, insights about how you can utilize storytelling in your philanthropic gift and grant writing.

Improve Your Nonprofit's Programming Focus Through Matrix Mapping

It is very tempting — and common — to pursue a variety of programs and services that promise short-term financial return and satisfy the wants and desires of the staff and board. So, is there a tool that can help you create a more streamlined and focused approach? Yes — the matrix map. Read more [here](#)!

The Real Reason America's Nonprofit Sector is Seeing Massive Growth, and More!

Over the past 15 years, nonprofit employment has grown 33 percent, dwarfing the 9 percent job growth enjoyed by the for-profit private sector over that time. Nonprofits have passed local government to become the second-largest source of employment in the country, behind the for-profit sector. Read more [here](#).

Data Management - Your Secret Weapon for Increased Donor Satisfaction and Higher Revenue

Your donors are at the heart of your organization's success. Effective data management allows you to deepen your understanding of your donors' preferences, motivations, and giving patterns. Armed with this knowledge, you can personalize your outreach efforts, tailor communication, and build stronger relationships. By demonstrating that you value and understand your donors, you can increase donor satisfaction, retention, and ultimately drive higher revenue generation. **Read** Consultant Rachel Broom's, advice about how to effectively manage data to increase donor satisfaction and drive revenue.

FUNDING OPPORTUNITIES

MAC Express Grants

The Missouri Arts Council's Express Grants program supports small arts programs and projects. Eligibility doesn't include individuals, but arts or arts education organizations, chambers of commerce, public libraries, government agencies, youth organizations, public school districts, private PK-12 schools, community arts organizations, social service organizations, colleges and universities, and religious organizations can apply.

Find the guidelines [here](#).

YouthBridge Opens New Grant Program

YouthBridge Community Foundation has developed a new grant program to assist nonprofits in building, strengthening and sustaining their organizations. Agencies will be able to submit applications for capacity building efforts of their own choice. Click [here](#) for the guidelines. Applications open May 1 through 31st.

KAF Announces Open Calls

The Kranzberg Arts Foundation (KAF) has announced The Call, a variety of opportunities for local artists that include applying for its 2024 residency program, exhibiting in its galleries, and performing at The Dark Room. Applications open on May 30. Learn more [here](#).

What We're Reading & Listening To

"How to Be an Inclusive Leader"

By Jennifer Brown

"The Will to Change Podcast" - Leading Inclusively Through Turbulent Times

Hosted by Jennifer Brown

"Nonprofit Lowdown" Podcast

Hosted by Rhea Wong

"Don't Call Me Resilient" Podcast

Hosted by Vinita Srivastava

Nonprofit Job Openings

See the latest opportunities to serve your community.

OPEN JOBS

The People Section

Congratulations to the following individuals who are starting new roles in the St. Louis nonprofit community.

Andrea Flanigan, Development Director, The ALS Association

Brittany Hafford Smith, Development Manager, The ALS Association

Nicole Hawkins, Chief Operating Officer, The Jewish Community Center

Tracy Bowler, Director of Marketing and Communications, The Jewish Community Center

Andy Berman, Director of Fitness and Membership, The Jewish Community Center

Maggie Kost, Chief Business Attraction Officer, Greater St. Louis, Inc.

Shane Smithson, Director of Member Engagement, The Lutheran Church —Missouri Synod

Carla Hudson, Office Manager, Gateway Arch Park Foundation

Laura Kelly, Director of Development, Lutheran Family and Children's Services of Missouri

Elizabeth Freshour, Director, Donor Engagement, Wyman Center

Kristen Slaughter, President and CEO, Big Brothers Big Sisters of Eastern Missouri

*Do you have news about a job opening, new hire, promotion, or other happenings? If so, [send us your news](#) and we'll consider including it in our next issue of *Insights*.*

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