



Newsletter – Spring 2021

Welcome to our third newsletter. It's hard to believe that a year has passed since the start of COVID. In the interim, we've seen a resilient nonprofit community providing emergency shelter, food and health services to those in need. As the warm weather signals that spring is here, we hope you'll find the following stories interesting, informative and uplifting!

Yours in solidarity, The Nonprofit Management Team

Highlighting our student achievements

Alissa Santana '21 won first place at the campus level in the **WiSys Quick Pitch** competition. The competition included students from UW-LaCrosse, UW-Oshkosh, UW-Superior, and UW-Whitewater. Santana spoke about the impact of her research, which explores the distinctiveness of marketing and fundraising for Latinx arts organizations. She will compete in the WiSys Quick Pitch state final on May 26th. We are proud of her, and the innovative work she is pursuing to address the financial viability of telling stories that reflect the Latinx voices of America. Click here to read more:

[Media](#)

Building relationships between students and community

In March, the Institute for Nonprofit Management Studies hosted a three-session **Careers in the Nonprofit Sector Speaker Series**. The series provides students with an inside look at opportunities and challenges of working in the nonprofit sector, and with access to professionals who can answer their questions about nonprofit careers. Our speakers this year included representatives from Arts Wisconsin, Janesville Performing Arts Center, Bethel House, Bread of Healing Clinic, Sheboygan County Food Bank, United Way for Jefferson and North Walworth Counties, and PBS Milwaukee. We are so grateful to our nonprofit colleagues for sharing their time.

We'd like to thank all of the guest speakers from the nonprofit sector who continue to contribute so much to our nonprofit classes; we really appreciate you!

Spotlight on....



As our Internship Coordinator, Megan Matthews has made an indelible impact both in guiding our students in their experiential learning through meaningful internships and through her teaching. Read about her motivation at this [spotlight](#).



Our research gets noticed!

Kudos to **Ruth Hansen**, assistant professor of management, whose experimental research with colleague Lauren Dula (SUNY-Binghamton) on gender and values in fundraising, received a \$10,000 grant from the Research Council of the Global Association of Fundraising Professionals. Hansen and Dula are the first recipients of the newly created **Wilson C. "Bill" Levis Fundraising Research Grant Award**, which supports the research projects that best advance the fundraising profession.

Ruth's fundraising research continues to draw audiences: as a recognized expert in her field, she participated in the Center for Community and Nonprofit Studies (UW-Madison) Experts Fair in April. In late March, Ruth was a guest presenter on the *Critical Fundraiser* webinar series hosted by the University of Trent, Nottingham to fundraisers from the U.S., Canada and the UK.

Over the past year, our research appeared in:

- the *Journal of Nonprofit Education and Leadership* - Recognizing the Plural Sector: Nonprofit Studies in a Business School Environment by **Carol Brunt, Ruth Hansen and Megan Matthews**.
- the *Journal of Nonprofit Education and Leadership* - Mapping NACC Centers: The Past and Future Trajectory of Academic Nonprofit Centers and Institutes by Peter Weber and **Carol Brunt**.

Our second report on COVID-19 impacts in Wisconsin is released in late May, ***The COVID-19 Effect on Wisconsin's Nonprofit Sector – Report Two***. This statewide endeavor, spearheaded by our Institute in collaboration with the Helen Bader Institute at UW-Milwaukee, thanks all of the nonprofit organizations who responded to the survey.

This research helps us continue to build a strong, sustainable program!

Meet Dr. Jonah Ralston, an early nonprofit program partner

Jonah teaches one of our program's core courses, PoliSci330: Public Policy Analysis and Advocacy. He shares his thoughts about the sector,

"Nonprofit organizations are vital to the functioning of civil society. Some nonprofit organizations routinely administer public services through government contracts, whereas others advocate on behalf of political causes. The increasing overlap between the public and nonprofit sectors means that future leaders in nonprofit management need to be aware of how they can position their organization to be competitive for public funding and how to best advocate for the causes that motivate them and their work. In the course I teach as part of the nonprofit management program, public policy analysis and advocacy, students learn the policy landscape of the United States but more importantly they learn an evidence-based approach to telling their story and advocating for policy change. The analytical skillset that is developed through this course prepares future nonprofit leaders to make an objective case for changing public policies that affect their organization.

My collaboration with the nonprofit management program motivated me to think about how nonprofit organizations could be further incorporated into the course. I met Megan Hartwick, Executive Director



of the United Way of Jefferson & North Walworth Counties, at a community breakfast on campus and we began discussing a potential community-based learning (CBL) project based on the ALICE report put out by her organization (ALICE stands for asset limited, income constrained, employed – a group of individuals who are often referred to as the ‘working poor’). We agreed on a project in which students in my course would provide policy recommendations for each of the areas covered by the ALICE report: *health care, housing, child care, food, transportation, taxes, and employment*. I then invited Megan and legislative staffers from the Offices of Representative Vruwink and Senator Nass to review the students’ policy memos and attend the students’ final presentations. Students appreciated this practical application of their work. A student in the course emailed me and had this to say of his experience: *“Your class was one of the first classes I took in all of my college career that felt truly worth it... I actually felt like I learned something that would help me with my career and in the real world.”*

There are many natural connections between the nonprofit management program and the program that I coordinate, public policy and administration. It has been a valuable partnership that has benefited students in both programs, and I look forward to our continued collaboration.”

Dr. Jonah Ralston
Whitewater, April 2021

Nonprofit Speakers available!

Interested in hosting an event to discuss a topic in nonprofit management? Contact us at (cobenonprofit@uww.edu) to arrange for one of our team to speak at your event.

Nonprofit Chapters on Campus



Students interested in international humanitarian relief have created a chapter of DWB/MSF on campus. They’ve actively been engaged in local COVID response while raising awareness and funds for humanitarian relief.



Students from MGT371 Fundraising for Charities are in discussions to bring a chapter of the Association of Fundraising Professionals to campus. Watch for more news on this exciting initiative.

Have a question? Contact us at:

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