



Newsletter – Fall/Winter 2020

Welcome to our second newsletter. Over the past months, we've continued to support our resilient local nonprofits and provide students with learning opportunities albeit in an ever-changing world. We'd like to recognize the invaluable contribution of Kristen Burton in helping us to make this happen. We're hopeful that you'll find these stories interesting, informative and uplifting!

Yours in solidarity,
The Nonprofit Program Team

Our Students

We have two students who have successfully completed the Nonprofit Emphasis this Fall, Ethan Hoepfner and Brittany Marks. Ethan's been actively engaged in our program, appearing in our promotional video as a Junior, and completing an internship in philanthropy and alumni engagement hosted by UWW Foundation. Brittany shared her thoughts on her experience,

Overall, my internship with the UW-Whitewater Foundation, Inc. has been the highlight of this semester. ...This not only solidified my knowledge, but also helped me gain confidence in my abilities to apply the knowledge that I have learned to real world situations.

Students continue to be fully engaged in Undergraduate Research, Alissa Santana is one such student who works alongside Ruth to engage in nonprofit research. Here in her own words, Alissa describes her experience,

Recently, I have presented my current work at the 49th Annual ARNOVA Conference, which allowed me to gain valuable feedback and encouragement about my current research plan. As I am preparing to take the next steps in the interview process, I am both excited and interested to see some of the responses that Arts Administrators and Foundation Program Officers will have, as well as some of the barriers that are faced. I anticipate and hope that this study will help people better understand organization's strategies and the characteristics of fundraising to Latinx audiences and donors.

Read our blog for more details about Brittany's and Alissa's experience.

Sierra St. John and Grayden Gruchow will continue as Research Assistants working with Ruth Hansen and colleagues Avner Ben-Ner (University of Minnesota) and Lehn Benjamin (Indiana University) on a project examining published fundraising appeal letters to assess the presence of elements that activate or solidify social identity in ways that might affect polarization. Their Spring efforts are supported by a Research Scholars Program grant from the UW-W Undergraduate Research Program.

Our Community

Megan, Ruth, and Kristen are supporting the Whitewater nonprofit community through their service on the **Whitewater Arts Alliance Board**, and are leading efforts to increase inclusivity in membership and programming by reaching out to UW-Whitewater student diversity organizations for their input and



engagement. Megan and Kristen are also participating in a statewide arts organization strategic planning discussion, managed by the Wisconsin Arts Board and Anne Katz of Arts Wisconsin, using a tool designed by the Wallace Foundation that outlines four potential scenarios resulting from the impact of Covid-19 and the current political environment (<https://www.wallacefoundation.org/knowledge-center/Documents/Navigating-Uncertain-Times-Detailed-Scenarios.pdf>). The tool highlights the role of arts organizations as agents of social change and community building, and the Whitewater Arts Alliance seeks to serve as such a catalyst for Whitewater and the surrounding area. We're happy to have Anne on our Advisory Committee.

We continue to work with our colleagues at the Helen Bader Institute at UW-Milwaukee; our Institute is co-leading a statewide survey of COVID-19 impacts on the nonprofit sector. This is a collaborative effort that includes participation from a number of UW-system schools. You might have heard Carol in a series of radio spots in July as she described how nonprofits continue to demonstrate their resiliency.

Working with our local community is at the core of our programming. Carol recently sat down with Jim Winship (former UW professor in the Social Work Department) to talk about COVID impacts on small rural nonprofit organizations for his upcoming film that focuses on food pantries. As he describes it,

“When the Coronavirus hit rural Wisconsin in mid-March of 2020, local food pantries responded rapidly. This is their story—how on the fly they changed the way they gave out food to do it safely, how they capitalized on the outpouring of local support, and how they collaborated with other local organizations, with other Wisconsin pantries, and with a statewide organization to meet the urgent needs with healthy food and with compassion.”

Don't forget to check out our [Institute website](#)! Thanks to Kristen Burton, we've been able to regularly update this page to showcase our program events and student accomplishments.

Our academic research goes hand in hand with our community. Megan's research addresses how arts organizations are bringing people together in new ways during a time when we are called to be socially-distant, using both cutting edge technology and older communication resources, such as radio, and reaching out to populations that are cut off. She presented initial findings and stories of Wisconsin arts organizations at the 2020 ARNOVA conference, and intends to follow up with additional research based on connections she made at the conference. She is also going to submit a proposal to co-write a summary of her findings with Ruth in 2021 for a national publication on supporting community development through Nonprofit Arts organizations.

Our research gets noticed! Over the past year, research articles from Institute faculty have been published in the following journals:

- In *Nonprofit Management and Leadership* - Stories of Strangers: Writing Donor Acquisition Letters in the Human Services, by Ruth K. Hansen
- In *Journal of Behavioral Public Administration* - A Literature Review of Experimental Studies in Fundraising, by Abhishek Bhati and Ruth K. Hansen



- In *Employee Relations, The Dynamics of Employment Relations and HRM in Nonprofit Organizations* by Kunle Akingbola, Alina Baluch, Carol Brunt, and Ian Cunningham as **Guest Editors**
- In *Journal of Nonprofit Education and Leadership - Undergraduate nonprofit education: Between Institutionalization and Recruitment* by Carol Brunt, Norman Dolch, Tyrone Freeman, Roseanne Mirabella, Peter Weber and Michelle Woodell.

Speakers available! Interested in hosting an event to discuss a topic in nonprofit management? Does one of the topics in this newsletter spark your interest? Contact us at (cobenonprofit@uww.edu) to arrange for an institute representative to speak at your event.

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