



# NANOE<sup>TM</sup>

*National Association of Nonprofit Organizations & Executives*



## MEMBERSHIP, CREDENTIALING & BEST PRACTICES

WWW.NANOE.ORG  
**NANOE**

## INNOVATION NEVER FEARS A CHALLENGE

**N**ANOE members believe that “innovation never fears a challenge” and that the greatest contribution nonprofit practitioners can make to charity is to become the creative, thinking enterprise-leaders our sector so desperately needs.

NANOE is the only nationwide membership organization in the U.S. for Executives seeking credentials in the art of nonprofit capacity-building. Practitioners who hold a prestigious NANOE credential are “best practice” experts who grow charitable enterprise and discover new ways to advance the common good.

NANOE ensures nonprofit CEOs build a team that takes them where they want to go.

**C**harity” has been paralyzed by a set of failed “best practices” that turned the Non-Profit Sector into a Non-Growth Sector decades ago. Present day systems were established in the late 1950’s by industry associations that knowingly persist in methodologies detrimental to the general public. Einstein’s well-known axiom, “We cannot solve our problems with the same thinking we used when we created them” accurately informs our present state.

NANOE, a 501(c)3 corporation and its Board of Governors have unveiled a new and growing set of capacity-building “best practices” that empower nonprofits in ways previously thought to be impossible. These approved techniques are based on field tested university research and have been designed for nonprofit leaders who have a passion to grow their mission.

## NANOE’S BEST PRACTICES REVEAL WHY...

- 1 ...charities hire “Executive Directors” instead of Strong CEOs
- 2 ...501(c)3 organizations continue to be run by volunteer board members
- 3 ...nonprofits remain addicted to arcane income models
- 4 ...charities fail to include donors (their true customers) in their mission statements
- 5 ...nonprofits don’t spend more money on administrative overhead

NANOE Credentialing is based on *New Guidelines for Tomorrow’s Nonprofit* and according to credentialing coordinator Dr. Kathleen Robinson, “provides executives an experience so superior that it transforms the way they view themselves and the sector we love.”

Here’s an example of the types of “best practices” you’ll discover through NANOE credentialing. According to *New Guidelines for Tomorrow’s Nonprofit...*

- ...a medical doctor would never be allowed to head up a hospital,
- ...a therapist would never be allowed to oversee a counseling center,
- ...a social worker would never be allowed to lead a child abuse prevention agency,
- ...an academician would never be allowed to provost a college,

...unless they were expert CEOs with a proven record of generating revenues using marketplace economics (fees/tuition), social enterprise (retail sales), fundraising (philanthropy) or government grants (public funding)!

***NANOE members ensure the social sectors are given the gift of a new generation of leaders equipped to design heroic missions that solve problems at such a scale that they attract big bet philanthropy.***

# MEMBERSHIP

which program is right for you?

## PRACTITIONER MEMBERSHIP \$100/Year

### NANOE PRACTITIONERS ENJOY THE FOLLOWING BENEFITS:

- Advanced Credentialing** - CNE, CDE & CNC are available to NANOE members only. Practitioners who achieve a prestigious NANOE Credential are officially recognized in NANOE Central's Medallion Directory.
- Automatic Renewal** - Members who maintain their annual NANOE membership maintain their CNE, CDE & CNC credential automatically (no tiresome or expensive re-certification processes.)
- NANOE Central - Online Capacity-Building Super Platform (Members Only)**

a. **Automated Credentialing Portal** - Achieve your CNE, CDE, CNC credentialing online. Take your exams at your own pace using NANOE's Save-As-You-Go function.

b. **Capacity Builder's Download Library** -Thousands of pages of source material providing you all the answers you need to make pass your credentialing exam!

c. **DonorScope Subscription** - NANOE members have paid access to this comprehensive donor directory containing the **contact information of 5 million net worth millionaires.** DonorScope is for practitioners who are ready to meet the big givers in their community. (DONORSCOPE IS AVAILABLE TO NON-MEMBERS FOR AN ANNUAL FEE OF \$598)

d. **Downtown NANOE** - Members have unlimited access to this virtual online expo full of discounted services and products charities need to achieve their important mission.

e. **Major Gifts Ramp-Up Cloud License Renewal** - Members who hold a separately purchased license have their renewal fees paid in full. (NON-MEMBERS \$1998 PER YEAR)

## NANOE CENTRAL™



- 501c3.Buzz Magazine** - BEE HAPPY with your paid subscription to Start each week with only the fun stuff emailed right into your InBox. **501c3.buzz**
- Capacity Building Convention & Expo** - Members receive VIP access to all NANOE Events.
- Publishing House Privileges** - Ready to learn how to write, publish, print & promote your book? NANOE Members are provided everything they need to bring their ideas to the marketplace. (SOME ADDITIONAL FEES MAY APPLY)



## ORGANIZATIONAL MEMBERSHIP \$200/Year

### NANOE ORGANIZATIONAL MEMBERSHIP IS FOR NONPROFITS ORGANIZATIONAL MEMBERS ENJOY THE FOLLOWING BENEFITS:



- FIVE Practitioner Membership Packages** (all privileges) for five designated representatives from your organization transferable to another individual(s) should the member leave your employ.
- NANOE Best Practice Charity Medallion** - Nonprofit organizations who maintain their annual-membership, keep their NANOE Link Profile up-to-date, commit to NANOE's Best Practice Guidelines, and hold an IRS letter of determination for 501c3 status are named a NANOE Best Practice Charity.

3 **NANOE's Charity Chamber** - This online platform connects you to one million 501c3 organizations state-by-state (only database in the world that includes complete contact information plus web addresses)

ANNUAL INCOME	CHARITY NAME	ADDRESS	CITY	ST	ZIP CODE	WEB ADDRESS	ASSET AMT	CLASS	TYPE	STATUS
\$1,408,974,952	Patients Health	1401 N Market	Columbia	SC	29202-0000	http://www.patientshealth.org	\$1,102,205,792	12	1	1
\$1,188,433,839	Medical Regional Medical Center For De	PO Box 300513	Greenville	SC	29624-0513	http://www.mrcmhealth.org	\$1,405,711,124	12	1	1
\$1,108,557,699	Rockwood Food/Grocery Hospital System	3000 8th Ave Ste 302	Greenville	SC	29625-3899	http://www.rockwoodhospital.com	\$205,127,704	12	1	1
\$657,808,811	Armed Health	800 N First St	Anderson	SC	29621-5308	http://www.armedhealth.org	\$83,563,389	12	1	1
\$515,134,564	St Francis Hospital Inc	1300 Francis Hospital Dr	Greenville	SC	29625-0000	http://www.stfrancis.org	\$705,113,599	10	6	1
\$396,306,114	Reaper Hospital Inc	1485 Volcan Gadsden Blvd Ste 103	Charleston	SC	29403-4790	http://www.reaper.org	\$30,427,752	12	5	1
\$174,197,120	St Francis Healthcare Inc	1300 Francis Hospital Dr	Greenville	SC	29625-0000	http://www.stfrancis.org	\$208,876,000	12	1	1
\$174,197,025	Fortson University	1300 Francis Hwy	Greenville	SC	29615-0000	http://www.fortson.edu	\$1,015,613,611	11	1	1
\$174,197,015	Advanced Technology International	3155 Signal Dr	Summerville	SC	29483-7700	http://www.atinternational.com	\$157,185,805	17	1	1
\$134,849,284	Bob Seay's St Francis Xavier Hospital Inc	1485 Volcan Gadsden Blvd Ste 103	Charleston	SC	29403-4790	http://www.sfxh.org	\$28,200,783	12	1	1
\$106,212,276	Advanced Health Systems	2318 Washington St	Spartanburg	SC	29176-4900	http://www.advhealth.com	\$238,048,000	12	1	1
\$100,036,730	Presbyterian College	503 S Broad St	Columbia	SC	29102-3805	http://www.presbyterian.edu	\$183,383,839	11	1	1
\$112,000,000	Westminster College	PO Box 1000	Greenville	SC	29624-0000	http://www.westminster.edu	\$100,000,000	12	1	1

## ENTERPRISE MEMBERSHIP \$300/Year

### NANOE ENTERPRISE MEMBERSHIP IS FOR FOR-PROFIT BUSINESSES ENTERPRISE MEMBERS ENJOY THE FOLLOWING BENEFITS:



- FIVE Practitioner Packages & ONE Organizational Package** (all privileges) for five designees from your corporation transferable to other individual(s) should the member leave your employ.
- NANOE Capacity Builder Enterprise Medallion** - NANOE provides corporations and businesses who serve the charitable sector the designation NANOE CBE Partner. This "Seal of Approval" gives nonprofit administrators the confidence they require when choosing the cost-efficient and superior products they need to accomplish their mission. Enterprise Members who keep their NANOE Link Profile up-to-date, and commit to NANOE's "Best Practice Guidelines" are licensed to use the NANOE CBE Partner Logo on their company's website, stationery, marketing materials, etc.
- DOWNTOWN NANOE** - VIP Placement in NANOE's Virtual Online Nonprofit Expo PLUS Discount Access to all NANOE Convention & Expo Exhibitor Packages.

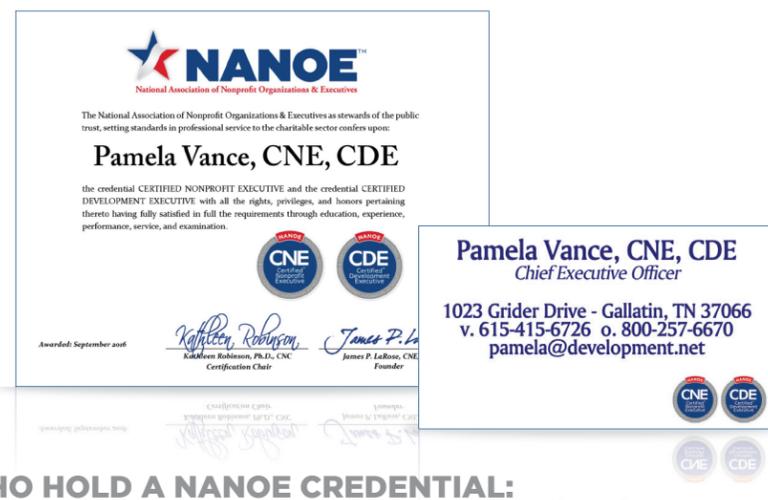
# CREDENTIALING

these credentials aren't about your past...  
...they're about your future

**N**ANOE's three capacity-building training certifications are based on industry insider knowledge, university research, and a love for serving humanity. Each credential compliments the other ensuring CEOs, CFOs, COOs & CDOs organization-wide are equipped with progressive capacity building practices that drive new growth.

**SINGLE CREDENTIAL \$98**   **TWO CREDENTIALS \$148**   **THREE CREDENTIALS \$198**

NANOE Certification Renewal of your CNE, CDE, CNC credential (no cumbersome or expensive re-certification processes.) Members who maintain their annual NANOE membership maintain their credential.



## MEMBERS WHO HOLD A NANOE CREDENTIAL:

1. Are recognized by employers in the nonprofit sector as having met a series of standards set by NANOE including experience, education, achievement and a superior commitment to growing capacity within nonprofits.
2. Have also passed a written examination testing the knowledge, skills, and abilities required of a nonprofit executive and have agreed to abide by NANOE's Best Practices.
3. Use of the prestigious CNE, CDE and/or CNC designation in their title. (eg. "Pamela Vance, CNE, CDE")
4. Receive an official Credentialing Certificate demonstrating their achievement.
5. Are authorized to use NANOE's certification medallion for personal business cards, letterhead, websites, etc.
6. Complete press kit with hi-res artwork, press releases, and copy you can use to effectively announce your achievement.
7. Have their practitioner certification recorded and represented to the public at the offices of NANOE.

## HOW CREDENTIALING WORKS:

1. Determine which credential(s) is right for you...CNE, CDE, CNC
2. Join NANOE as a Practitioner, Organization or Enterprise Member
3. Pay your one-time fee(s) \$98 for one credential, \$148 for two, or \$198 for all three
4. Complete your personal experience profile (no minimums required)
5. Complete your training profile (no minimums required)
6. Complete and pass your credentialing exam (automated & online)
  - a. Certified Nonprofit Executive 250 Multiple Choice Questions
  - b. Certified Development Executive 160 Multiple Choice Questions
  - c. Certified Nonprofit Consultant 100 Multiple Choice Questions
7. 70% pass rate. 30 day time limit (includes SAVE AS YOU GO function)
8. NANOE's Credentialing Board will confirm your completed process within 2-3 weeks
9. No re-certification required as long as you maintain your membership with NANOE



## CERTIFIED NONPROFIT EXECUTIVE (CNE)

Striking the balance between managing volunteer board members, administrators, front line staff, programs, finance and fundraising presents nonprofit managers with the complex and perfect storm of corporate oversight. Practitioners who hold CNE learn new ways to prioritize capacity-building that ensures they weather the tumultuous seasons of nonprofit administration. Certified Nonprofit Executives become the capacity-building expert CEOs, CFOs, COOs & CDOs a charitable enterprise needs to expand its mission!



## CERTIFIED DEVELOPMENT EXECUTIVE (CDE)

Many of us come to the nonprofit sector with great intentions to advance a charity's mission without having correctly answered the question, "who is our customer?" Charities mistakenly think that the rain forest, the student, the homeless or family-in-need are their customers and therein lies the difficulty. The homeless are not your customers because they have no money. Certified Development Executives are expert at understanding who their true customer is and are equipped with new best practices that ensure they create life-long partnerships with new friends who financially invest in your mission.



## CERTIFIED NONPROFIT CONSULTANT (CNC)

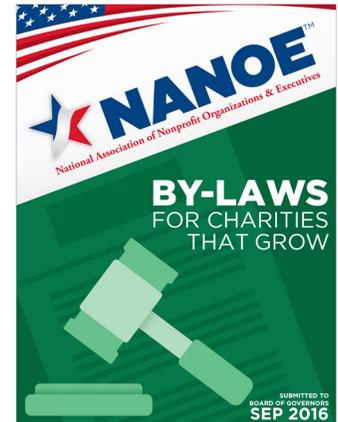
During our careers, at one point or another, many of us wonder if we could be trusted to share our expertise with others in a way that produces personal income. The truth is, successful consulting is more than sharing your experience...it's a coveted lifestyle with multiple dimensions. First, you need to be an expert in particular area of nonprofit management. Second, you must learn how to disseminate your knowledge using the consulting arts. Third, you must build a sustainable business enterprise that consistently generates opportunities to serve. Practitioners who hold the CNC credential are nationally qualified experts who labor alongside nonprofits providing the organizations they serve "big wins!"

# BEST PRACTICES

## NEW GUIDELINES FOR TOMORROW'S NONPROFIT

**N**ANOE has established a working group comprised of leading practitioners, scholars, funders, policy makers and advocates to oversee the creation of a new set of universal governing best practices for charity. They are performing a:

- Thorough exploration and critical review of relevant capacity-building theory and existing research.
- Wide-ranging consultation with practitioners to expand an understanding of how capacity-building initiatives put into practice actually work.
- Performance of university led surveys within the public, private and nonprofit sectors
- A commitment to an inclusive, open, participatory process for input and feedback from practitioners, scholars, funders and advocates in the field.



### AREAS RECOGNIZED BY NANOE GOVERNOR'S AS HAVING AN EFFECT ON CAPACITY BUILDING:

#### 1 MOTIVE

Identifying factors explaining nonprofit leader's intention to build capacity

#### 2 MONEY

Acknowledging the sector's failure to prioritize income generation

#### 3 MOVEMENT

Discovering patterns within the sector that promote enterprise growth

#### 4 MANAGEMENT

Replacing executive directors and volunteer boards with strong CEOs

#### 5 MEDIUMS

Setting new workplace standards for salaries, benefits, retirement, etc.

#### 6 MEANS

Creating financial eco-systems within private, public and nonprofit sectors

#### 7 METHOD

Exploring how Associations, Consultants & Academia influence charity

#### 8 MODELS

Codifying new systems that exponentially grow charitable enterprise

