



# MEMBERSHIP, CREDENTIALING & BEST PRACTICES

SUBMITTED BY BOARD OF GOVERNORS  
**JANUARY 2016**

## INNOVATION NEVER FEARS A CHALLENGE

**N**ANO 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.

NANO 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 NANO credential are “best practice” experts who grow charitable enterprise and discover new ways to advance the common good.

NANO 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.

NANO, 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.

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

- 1 Charities fail to financially invest in strong administrative overhead
- 2 Organizations remain addicted to arcane income models
- 3 501(c)3 corporations continue to be run by disengaged volunteers
- 4 Nonprofits fail to serve the customers that can actually pay for their services
- 5 We pay administrators to be “Executive Directors” instead of Strong CEOs

## NANO PRACTITIONERS, ORGANIZATIONS & ENTERPRISE MEMBERS ARE ELIGIBLE TO RECEIVE THE FOLLOWING CREDENTIALS AND/OR CERTIFICATIONS:



CAPACITY-BUILDING  
CREDENTIAL



FUNDRAISING  
CREDENTIAL



CONSULTING  
CREDENTIAL



NON-PROFIT  
CERTIFICATION



FOR-PROFIT  
CERTIFICATION

# MEMBERSHIP

which program is right for you?

## PRACTITIONER MEMBERSHIP

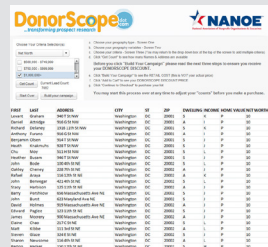
**\$100/Year**

### NANOE PRACTITIONERS ENJOY THE FOLLOWING BENEFITS:

- 1 Every NANOE Member is assigned their own personal **NANOE Membership Specialist** to ensure they have a productive and challenging NANOE experience.
- 2 **Eligibility for NANOE Capacity-Building Certifications.** CNE, CDE & CNC credentials are exclusive to members of NANOE.
- 3 Automatic **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.
- 4 Members Only Invitation to **NANOE's Annual Capacity Building Convention & Expo.**
- 5 Recognition & promotion in **NANOE's National Speakers Bureau & NANOE's Online Certification Directory**

### 6 Members Only Capacity Building Tools

- a. Practitioner subscription to **NANOE's Capacity Builder Membership Library** (DIGITAL DOWNLOADS THAT CONTAIN THOUSANDS OF PAGES OF BRAND NEW BEST PRACTICE RESOURCES).
- b. Practitioner subscription to **NANOE's "Best Practice Magazine"**
- c. Practitioner subscription to DonorScope a major donor directory with the **personal contact information for 5 million individual net worth millionaires.** DonorScope is for practitioners who are ready to meet the big givers in their community. (DONORSOPE IS AVAILABLE TO THE GENERAL PUBLIC/NON-MEMBER FOR AN ANNUAL SUBSCRIPTION FEE OF \$1298)
- d. For practitioners who have previously purchased the Major Gifts Ramp-Up Cloud their **annual license renewal is paid in full by NANOE.** (NON-MEMBERS \$1998 PER YEAR)



- 7 **NANOE 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)
- 8 **NANOE Voting Privileges.** Every NANOE member is given one voting position in the NANOE Congress which convenes annually to codify best practices.
- 9 **Practitioner privileges** in both your National Organization & State Chapter (e.g. if you make your home in South Carolina you're membership includes membership in NANOE & NANOE | SC)



## ORGANIZATIONAL MEMBERSHIP

**\$200/Year**

### NANOE ORGANIZATIONAL MEMBERS ENJOY THE FOLLOWING BENEFITS:

- 1 **TWO Complete Practitioner Membership Packages** (all privileges) for two designated representatives from your organization which may be transferred to another individual(s) should the member leave the nonprofit's employ.
- 2 **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 Access to **NANOE's Charity Chamber** (online platform that connects you to one million 501c3 organizations state-by-state (only database in the world that includes complete contact information plus web addresses)

CharityChamber.org South Carolina Total Count: 24,000 Count w Income: 6,800

ANNUAL INCOME	CHARITY NAME	ADDRESS	CITY	ST	ZIP CODE	WEB ADDRESS	ASSET AMT	CLASS	TYPE	STATUS
\$1,422,170,002	Palmetto Health	Taylor Rd Marion	Columbia	SC	29220-0000	http://www.palmettohealth.org	\$1,732,302,107	12	1	1
\$1,388,473,239	Michael Regional Medical Center Inc	PO Box 200511	Flomence	SC	29620-0511	http://www.michaelhealth.org	\$1,400,761,124	12	1	1
\$1,186,007,099	Endowment Fund Greenville Hospital System	3001 E Main Ave Ste 302	Greenville	SC	29615-5700	http://www.endowmentfund.org	\$783,572,394	17	1	1
\$657,408,831	Armed Forces	8000 E Main St	Greenville	SC	29615-5700	http://www.armedforces.org	\$830,565,289	12	1	1
\$517,334,564	St Francis Hospital Inc	1 St Francis Hospital Dr	Columbia	SC	29801-4000	http://www.stfrancis.org	\$710,113,199	10	1	1
\$398,208,154	Roper Hospital Inc	1481 Tullane Garden Blvd Ste 101	Charleston	SC	29407-4700	http://www.ropersc.org	\$508,427,252	12	5	1
\$337,397,700	Spauld County Presbytery Hospitals	2425 Center Dr	Columbia	SC	29801-4000	http://www.spauldcountyhospitals.org	\$208,876,024	12	1	1
\$274,393,605	Fortson University	3200 Pickett Hwy	Greenville	SC	29613-0000	http://www.fortson.edu	\$1,015,621,621	11	1	1
\$274,393,605	Advanced Technology International	1219 N Main St	Summerville	SC	29483-7700	http://www.atinternational.com	\$121,583,860	17	1	1
\$234,849,284	Don Secours-St Francis Xavier Hospital Inc	1483 Tullane Garden Blvd Ste 101	Charleston	SC	29407-4700	http://www.donsecours.org	\$228,305,793	12	1	1
\$194,212,216	Palmetto Health System	1219 Washington St	Summit	SC	29158-0400	http://www.palmettohealth.org	\$219,644,499	12	1	1
\$190,636,750	Presbyterian College	503 S Broad St	Columbia	SC	29202-2400	http://www.presbycollege.edu	\$169,383,839	11	1	1
\$171,980,963	Worcester Community Hospital	PO Box 3700	Marionville	SC	29525-5215	http://www.worcesterhospital.org	\$163,481,000	12	1	1
\$168,963,769	South Carolina Student Loan Corporation	8006 Two North Rd	Columbia	SC	29210-4300	http://www.scstudentloan.org	\$1,784,777,418	16	1	1
\$160,595,237	Georgetown Memorial Hospital	PO Box 1718	Georgetown	SC	29426-1718	http://www.georgetownhospital.org	\$103,636,706	12	1	1
\$158,084,774	Conover Hospital Inc	PO Box 829	Conover	SC	29528-0829	http://www.conoverhospital.com	\$380,224,540	12	1	1
\$152,548,553	Medical University of SC Foundation	1410 E Main St	Columbia	SC	29425-8100	http://www.medicaluniversityofsc.edu	\$484,793,100	17	1	1
\$148,161,977	Ochsner Medical Center	298 Memorial Dr	Savannah	SC	29612-9440	http://www.ochsner.org	\$150,110,701	12	1	1
\$141,952,771	St Francis Physician Services Inc	One St Francis Drive	Greenville	SC	29605-3900	http://www.stfrancishealth.org	\$19,421,446	17	1	1
\$141,817,969	South Carolina Research Foundation	915 Bull Street Osborne Admin	Columbia	SC	29208-0000	http://www.sc.edu	\$57,809,012	17	1	1

## ENTERPRISE MEMBERSHIP

**\$300/Year**

### NANOE ENTERPRISE MEMBERS ENJOY THE FOLLOWING BENEFITS:

- 1 Includes **THREE Practitioner Membership Packages** (all privileges) for three designated representatives from your business or corporation which may be transferred to another individual(s) should the member leave your employ.
- 2 Includes **ONE Organizational Membership Package** (all privileges)
- 3 **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.
- 4 VIP Placement & Discount Access to all **NANOE Convention & Expo Exhibitor Packages** PLUS special highlight of your corporation or business in **NANOE's Year-Round Online Expo.**



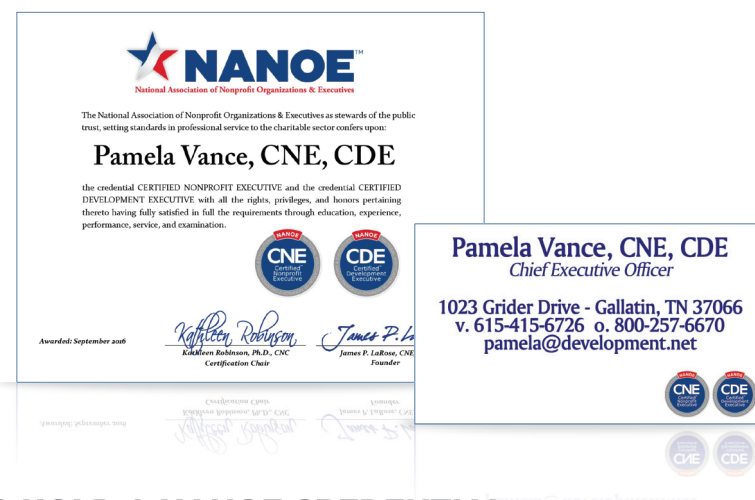
# CREDENTIALING

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 are equipped with progressive capacity building practices that drive new growth.

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

Members who maintain their membership in NANOE maintain their credential as well. There are no cumbersome or expensive recertification processes for CNE, CDE or CNC.



## MEMBERS WHO HOLD A NANOE CREDENTIAL:

- 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.
- 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.
- Use the prestigious CNE, CDE and/or CNC designation in their title. (eg. "Pamela Vance, CNE, CDE")
- Receive an official Credentialing Certificate demonstrating their achievement.
- Are authorized to use NANOE's certification medallion for personal business cards, letterhead, websites, etc.
- Are given a complete press kit with hi-res artwork, press releases, and copy to announce their achievement.
- Have their practitioner certification recorded and represented to the public at the offices of NANOE.

## HOW CREDENTIALING WORKS:

- Call NANOE to be assigned your personal Certification Specialist
- Determine which credential(s) works best for you
- Join NANOE as a Practitioner, Organization or Enterprise Member
- Fill out your online candidate application form
- Watch your online Best Practice Training Videos
- Read your designated Best Practice Tutorials
- Complete your online Credentialing Exam
- Review your exam process with your Certification Specialist
- NANOE's Credentialing Board will confer your certification within 2-3 weeks



## 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 fundraisers come to the nonprofit sector with great intentions to advance a charity's mission without having correctly answered the question, "who is our customer?" Executives mistakenly think that the rain forest, the student, the homeless or a family-in-need are their customers and therein lies the difficulty. Individuals you serve 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 THAT CHANGE EVERYTHING

RELEASE DATE - MAY 2016

**N**ANOE has established a national Board of Governors 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. This project has been undertaken so that pressing social and environmental problems are able to be solved at significant enough scale to eradicate major issues. NANOE Governors have endorsed the following plan to achieve this goal:

- 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 new university led surveys within the public, private and nonprofit sectors
- A commitment to an inclusive, open, participatory process for input and feedback from groups of 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 both executive directors and volunteer boards with strong CEOs

### 5 **MEDIUMS**

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

### 6 **MEANS**

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

### 7 **METHOD**

Exploring the ways Associations, Consultants & Academia influence leaders

### 8 **MODELS**

Codifying new systems that exponentially grow charitable enterprise