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December 12, 2017

Last week, the Not-for-profit News team asked you take two to three minutes to tell us what you like and how we can improve the weekly e-newsletter. We learned there were some problems with the link. If you tried to complete, we apologize and hope you will take the time to complete this week. [CLICK HERE](#)



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FEATURES

Changing the paradigm for marketing and service delivery

By William H. Woodwell Jr., writer, Stanford Social Innovation Review

The NeighborWorks HomeOwnership Center in Utica, N.Y., tried something radical to attract a younger demographic. "Let's get you out of mom's basement," read the tagline from a recent advertising campaign. Aimed at millennials, the radio and TV ads use humor to reach the younger audience and undercut the widespread belief among this group that homeownership is out of reach for them.

"It's not that members of this age group don't want to buy a home," CEO Danielle Smith says. "They're told again and again that they need to pay off their student loans and focus on their careers before they even think about homeownership."

The goal of the ad campaign, which includes extensive social media, is to get more millennials to take advantage of the center's services, such as home-buyer education, down-payment assistance, and financial coaching. [Read more.](#)





4 things brand marketers can learn from nonprofits

By Sarah Waldman, Skyword

Mission-driven nonprofits and revenue-driven brands would appear to have different aims and strategies -- but having spent five years working in the third sector, I've discovered that there's more overlap than meets the eye. Both sectors rely on specialized teams and both rely heavily on marketing to get their message out there. In fact, I've found that there are four areas integral to the nonprofit experience that the for-profit world could learn from.

Get innovative

It's in the name: For most nonprofits, very little money is available -- particularly for marketing campaigns. When your marketing strategy relies on a shoestring budget, you're forced to get creative. For me, that meant developing standout content for social media to get strong organic traffic.

[Read more.](#)



5 social media best practices for nonprofits

By Craig Newmark, Contributor, Huffington Post

I work with nonprofits who are fighting for really good causes, and sometimes they're so busy that they forget to engage online. The thing is, their supporters aren't forgetting to sign into their social networks and scroll through Facebook, LinkedIn, Twitter, etc.

Each time I meet with a nonprofit that I support, I suggest that they invest more time into their social networks. While many of the orgs sometimes forget or don't have capacity, lots just don't know what the right thing to do is. My team and I compiled a list of nonprofit best practices.

Here are 5 things that nonprofits should be doing on social media:

1. Keep up with the latest trends. This doesn't mean you have to be on every social network, but make an effort to keep up with what the social networks you're using are doing. ... [Read more.](#)

Sponsor's insight

Clone your way to organizational values

By Jeb Banner, a founder, CEO, Boardable

I want to share a quick way to identify your values. First, let's get on the same page. What's an organizational "value"?

I believe the easiest way to understand values is through the lens of behaviors. Values manifest as behaviors. For instance, if your organization has the value of "kindness" then your words and actions should be kind. If your team doesn't consistently act with kindness, then it is not really an organizational value.

This behavioral approach is helpful when trying to identify or update your organization's values. You don't need to pull them out of thin air during a white-boarding session; you just look at how your best people behave.





People on the move



Girl Scouts of Central Indiana has named **Danielle Shockey**, a Girl Scout alumna, as its new CEO. She recently served as the deputy superintendent of public instruction for the Indiana

Department of Public Education.



Global Gifts announced **Dianna Norris** has been hired as store manager for its downtown Global Gifts in Indianapolis. Norris was previously employed by Barnes and Noble and

Nordstrom.



The Indiana State Museum and Historic Sites (ISMHS) has promoted **Beth Van Why** to chief officer of engagement. She was previously the vice president of exhibitions at ISMHS and has been with the

museum since 2015.



The Indiana State Museum and Historic Sites (ISMHS) has promoted **Susannah Koerber** to the position of chief curator and research officer. She previously served the museum as senior vice

president of collections and interpretation.



Stand for Children Indiana has hired **Lauren Alayza** as a parent organizer. Alayza comes to Stand Indiana from the Indiana Latino Coalition where she worked as bilingual advocate and development

director.



Stand for Children Indiana has named **Charisse McGill** as a parent organizer. McGill formerly served as a community partner coordinator and parent involvement educator with IPS Washington

Irving Elementary School #14.



Music for All has appointed **Jeremy Earnhart** chief operating officer. He most recently served as director of fine arts for the Arlington, Texas Independent School

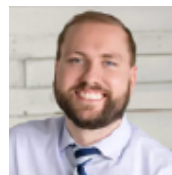


The Global Interfaith Partnership has appointed **Denise Soltis** executive director to provide overall leadership in support of GIP's strategic mission in the Chulaimbo region of Western

Kenya. Most recently she served as assistant dean for community and global engagement and associate professor of pharmacy practice at Drake University in Des Moines. — *Inside Indiana Business*

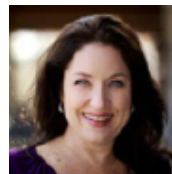


The Grissom Air Museum has named **Tom Jennings** executive director. He most recently served as director of operations for the Indiana State Museum in Indianapolis. — *Inside Indiana Business*



Hamilton County Leadership Academy has named **John Robbins** executive director. Most recently, Robbins fulfilled a lifelong dream of owning and operating a touring racing series. He has played key

roles as both a business owner and an executive working with startups and small businesses across a diverse set of industries. — *Inside Indiana Business*



Conner Prairie has named **Susana Suarez** vice president-chief marketing officer. She was previously a member of Governor Eric Holcomb's senior executive team, having served in several

positions, including executive director of strategic communications. — *Inside Indiana Business*



Indiana University has named **Hannah Buxbaum** its next vice president for international affairs. She has been part of the IU Maurer School of Law faculty for 20 years and currently serves as chair in

Legal Ethics. — *Inside Indiana Business*



The University of Indianapolis has named **Layne Maloney** executive director of facilities. She most recently served as director of facilities for the Galen College of Nursing, where she was responsible for

strategic planning and operational oversight of



Announcements

The Oaks Academy, an independent pre-K to eighth grade school, has surpassed its fundraising campaign goal of \$4 million and received a total of \$5.5 million and announced a new, accelerated growth plan. [Read more.](#)

Lilly Endowment, Inc. awarded **Jewish Federation of Greater Indianapolis** \$1 million grant to enhance the safety and security on its campus and build the capacity of the Federation and its five constituent agencies. [Read more.](#)

Brooke's Place held its fifth annual Legacy of Hope Breakfast in November. The event, held in conjunction with National Children's Grief Awareness Day, featured Noel Sudano, Columbine High School shooting survivor and raised \$182,000. [Read more.](#)

The **Boys & Girls Clubs of Indianapolis-Keenan-Stahl Club** was awarded \$5,000 from Boys & Girls Clubs of America and Anthem Blue Cross and Blue Shield Foundation. Boys & Girls Clubs of America distributed 100 Triple Play grants to multiple clubs under its umbrella to support its Triple Play healthy lifestyles program.

The Marion County Commission on Youth, Inc. (MCCOY) received a grant of \$40,000 from the Nina Mason Pulliam Charitable Trust to support efforts to prepare young people for the working world and connect them to employment opportunities.

Whitetails Unlimited has awarded the **Hoosiers Feeding the Hungry's "Meat" the Need** program a grant in the amount of \$1,500 to help pay processing fees for donations of large game and livestock.

The **Indiana Symphony Society Inc.** is reporting \$10.7 million in ticket sales during last season, up 21 percent over the previous year. [Read more.](#)



Professional development

HR Nonprofit Peer Group: How to recruit passive job seekers on Jan. 18 from 8:30 to 10 a.m. at Keep Indianapolis Beautiful, Inc. (1029 Fletcher Ave. #100). In this presentation, digital specialists from HYFN will share digital hiring strategies. To register, [click here.](#)

How much should my nonprofit target for reserves? webinar on Feb. 20 at 11:30 a.m. The webinar will focus on how to conduct a risk assessment that will help your nonprofit quantify its financial risks and opportunities and then, find its appropriate reserve level for your nonprofit. Cost: free for BoardSource members/ \$75 nonmembers. [Learn more.](#)

Getting foundation grants: Research & resources recorded webinar. Learn how to access the best resources for seeking private grants and how to get free assistance from the Foundation

Center's network and websites. [Learn more](#)

Building the foundation for volunteer involvement recorded webinar. This 70-minute session from Energize, Inc, covers the basic principles of volunteer management, what an organization needs to have in place to support a thriving volunteer organization and how to allocate resources to support a volunteer program. [Learn more.](#)

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Volunteer opportunities

To submit a volunteer request, [click here.](#)

Martin Luther King Community Festival on Jan. 13 from 10:00 a.m. - 4:00 p.m. Volunteers tasks include but are not limited to: set-up, tear-down, registration, greeters, lunch duty, workshop attendant, parking attendant, etc. Six-hour commitment. For more information, contact Jay Horan, jhoran@peacelearningcenter.org and 317-327-7144.

The Indiana Sustainability Development Program, a sustainability-focused workforce development program, is seeking partners to **host interns for 2018**. Interested in hosting an intern? [Apply here.](#)

Swap

To submit an item, [click here.](#)

DONATE: Office equipment: 48-inch round wooden table, 42-inch square wood table, large U-shaped wooden office desk, breakroom table with six chairs and other miscellaneous items. Contact Annie Smith at annies@hrdadvisors.com or 317-396-5000.

DONATE: Free working Wurlitzer spinet piano for any nonprofit or family. Must pick up from the owner's home. Please email Don at dkent@netliteracy.org.



TRENDS / RESOURCES

National news



[Amazon's wish lists are changing the way we donate.](#) The Amazon tool allows users to create a list of items they want most, and others can



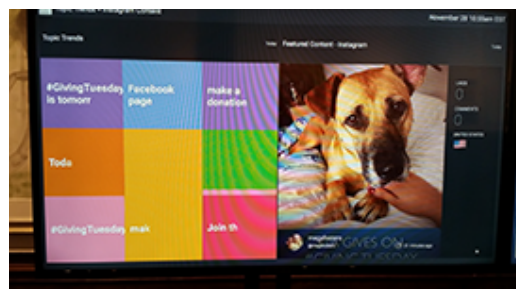
[Will nonprofit hospitals have to defend their tax exemptions next?](#) The author laments that too many nonprofit hospitals "appear to be more

access it for gift-giving ideas or to make a purchase.



Facebook will match up to \$50 million made to disaster-relief organizations. Not all money, its tools will also give access to data to the Red Cross and other relief groups to see real-time data during a disaster.

interested in driving up profits than improving health," investing resources.



#GivingTuesday tally climbs to \$274M, up 55 percent from 2016. The largest donations came through PayPal at \$64 million, Blackbaud at \$60.9 million and Facebook at \$45 million.

Raise more money.

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Services

Our sponsor marketplace serves to further connect our readers with our advertisers who are focused on serving nonprofits. Please keep in mind that you should always check references before hiring a consultant or vendor. Contact Bryan at Bryan@charitableadvisors.com or 317-752-7153 to learn how your business or organization can become a sponsor of the Not-for-Profit News.

Human resources

Synergy: professional employer organization (PEO), Synergy assumes the risk and liability of employing employees, and administers payroll, benefits and human resources.

FirstPerson: professional advisory firm that creates meaningful work experiences through benefits, HR and wellness solutions.

Technology, software, services

FTM LLC: software advisor to improve organization's financial operations with system implementation, training and support.

Netlink, Inc.: An information technology service provider delivering best practice information, technology guidance, implementation and support in order to contribute to nonprofits' mission and success.

Finance/accounting/bookkeeping

Alerding CPA Group: accounting firm with nonprofit experience provides audits, accounting, tax services, bookkeeping, planning and board governance.

Banking/asset management

The National Bank of Indianapolis: the bank of choice for nonprofit organizations.

Transition/retirement

Alerding CPA Group: provides board governance, training, consulting and succession planning.

Charitable Advisors: BoardSource-certified governance trainer, support for board-led ED/CEO search process.

Education/training

School of Public and Environmental Affairs at IUPUI: At SPEA, people learn how to work in government, nonprofit and business roles to make positive changes in their communities, their states, their countries and the world.

Indiana University Lilly Family School of Philanthropy: Our programs are the first in the nation to focus on philanthropy's history, culture and values. Additionally, they prepare graduates for leadership roles and deeper, more thoughtful and engaged practice in the

FTM LLC: works solely with nonprofits on bookkeeping, audit preparation, outsourced controller and CFO services.

VonLehman CPA & Advisory Firm: serves over 300 diverse nonprofit clients by providing expertise in assurance services, accounting, tax, internal controls, OMB compliance, performance improvement, board governance and consulting.

Barnes Dennig: full-service accounting, tax and advisory firm that has expertise in assurance, internal controls, international tax and other disciplines with an eye to providing specialized insight for nonprofit leaders.

OneAmerica: Indianapolis-based financial services company, specializing in employee benefits, life insurance and helping nonprofits optimize retirement plans.

Fund development

Aly Sterling Philanthropy: is a full-service consulting firm specializing in building sustainable solutions for nonprofits. We provide fundraising, board governance, strategic planning and executive search services to organizations of all shapes and sizes.

Johnson, Grossnickle and Associates: Authentic strategic and philanthropic consulting firm that offers client-focused, highly-customized solutions. The firm specializes in assisting nonprofit groups with strategic planning, capital campaigns, development audits, feasibility studies and general fundraising counsel.

Fundraising

Indiana Philanthropy Alliance

(IPA): Grantmaker membership organization offering grantseekers a searchable, online directory that targets Indiana funders fast and affordably.

Fundraising & Board Governance Counsel

Loring, Sternberg & Associates: fundraising and management consulting firm offering a variety of services designed to increase the efficiency, effectiveness and fundraising capacity of nonprofit organizations, including interim development staffing and development audits.

nonprofit sector. Our master's program offers three ways to earn a degree: online, executive and on campus.

Indiana University Robert H. McKinney School of Law: Indianapolis's only law school offers students a rigorous course of study immersed in an environment of public service and community engagement. Students can choose from 350 overall experiential learning opportunities, where they gain hands-on legal training.

Leadership Development

Leadership Indianapolis: develops and mobilizes a robust pipeline of community leaders to address and solve the issues and opportunities facing the growing metro area.

Legal/Administrative

Charitable Allies: nonprofit that provides affordable, experienced nonprofit legal services.

Experience Design

SmallBox: SmallBox is a creative agency that designs distinct brands, provides transformational learning experiences, and helps clients identify and solve complex problems.

Talent Search / Recruiting

Talbott Search: The Nonprofit Experts for recruiting and interim services. We know nonprofits. That's all we do.

Board Management

Boardable: Indianapolis-based software company that provides nonprofit boards with a tool to manage board business.

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Real estate

PLACE A REAL ESTATE AD

Meeting and event space for rent

Let nonprofits know your space is available to rent for meetings and events in the NFP News event-space rentals. Photo of the space and a web link may be included to give readers more information. Quarterly ads are just \$100 per month. To learn more, contact Julie Struble at Julie@CharitableAdvisors.com.



Host your next event at the Sol Center!

The Sol Center, home to Meals on Wheels, is the perfect place for summer parties and receptions. Rental income is used to subsidize meals for low-income clients, so you can take joy in the fact that your event will have a direct, positive impact on many homebound Hoosiers. Also consider renting the space for a business meeting, company training or social gathering. Located downtown, the 2,500-square-foot ballroom is handicap accessible and seats 150 people. The space offers amenities

like a state-of-the-art A/V system, dual 10 ft. x 7 ft. ceiling-mounted screens, small stage and podium, a caterer's staging kitchen, coatroom and free-lighted parking. For information, contact Jessica Carter at jcarter@mealsonwheelsindy.org.



KDP headquarters: convenient and hospitable

Consider Kappa Delta Pi Headquarters for your next event. It is conveniently located on the Northwest side of Indianapolis near the Pyramids (I-465 and Michigan Road). Rental of KDP's facility comes with free on-site parking, use of a small kitchen, freedom to use the caterer of your choice, wireless Internet, presentation hardware, and capacity for small and large groups. The executive conference room is perfect for board

meetings or small work groups (up to 10), while the large conference room is perfect for holiday parties, staff gatherings (up to 80 depending on set-up), presentations, breakout sessions and more. [Learn more on KDP's website.](#)

Office space for lease/sale

Get that extra office space leased or that extra building sold by using the new NFP News real estate section to let people know you have extra space, an extra building or even residential property for sale. Photos and a web link may be included to give readers more information. To learn more, contact Julie at Julie@CharitableAdvisors.com



Introducing the new Key Consumer community room

Tired of paying outrageous hotel rates for a training/meeting room? This newly-remodeled, fully-equipped training facility is just north of 46th Street off of Keystone Avenue in Indianapolis (4755 Kingsway Dr., 3rd floor (often referred to as the CICOA bldg.) and has plenty of free parking.

Two rooms are available for rental.

- Space #1: seats 25 participants (20 is optimal) and has an overhead AV system and ceiling-mounted screen. The cost is \$75 a day.
- Space #2: boardroom, which comfortably holds 10. The cost is \$35 a day.

Both spaces have access to kitchen/break room with tables/seating, refrigerator and microwave. Rental income supports KEY's mental health advocacy and education efforts. For information, contact Barbara Crane at barbaracrane@keyconsumer.org or 317-550-0008.



Affordable Near-Southside office space

DOWNTOWN 300 to 10,000 sq. ft. Great location at I-65 and South Keystone Avenue (3530). Five minutes from downtown with easy access to all Indianapolis. Free parking. Many restaurants nearby. Other nonprofits on site. Low rates: \$10 to \$12 per square foot depending on space size. Call Ron at: 317-702- 6079.

Downtown

Downtown 300 square-foot office space for rent in the Historic Athenaeum (407 E. Michigan St.). Available in January for \$400 a month. On site there is a YMCA, newly added coffee shop with a large community meeting space and Indiana Pacers Bikeshare. Location is near Mass Ave and



many restaurants. Call 317-655-2755 for more information.

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JOBS

Charitable Advisors featured job posting

Executive Director - Jameson Camp. Since 1928, Jameson Camp has impacted the lives of young people through our award-winning camp experience, designed to help campers develop self-respect and confidence as well as respect for others and the world around them. Today, our mission is to enrich the lives of Indiana youth by inspiring them to discover their strengths....[more](#)

This week's jobs

To view all jobs, visit the [Not-for-profit News jobs' board](#).

PLACE A JOB AD

EXECUTIVE

Executive Director, Indiana Chamber Foundation - Indiana Chamber of Commerce. Executive Director serves as staff liaison to the Indiana Chamber Foundation to fulfill its mission including all aspects of fundraising, research coordination, grant...[more](#)

DEVELOPMENT

Manager, Development - American Diabetes Association. The American Diabetes Association (ADA) is seeking a fundraising professional to develop and steward corporate and individual relationships. Primary duties will...[more](#)

Development Officer, Grants and Donor Stewardship - Indianapolis Children's Choir. The Indianapolis Children's Choir (ICC) is looking for a unique individual possessing skills in the area of grant writing, donor stewardship, database...[more](#)

Development Officer Special Events (part-time) - Ronald McDonald House Charities of Central Indiana (RMHCCIN). Ronald McDonald House Charities of Central Indiana (RMHCCIN) has been serving the needs of families of critically ill or injured children since 1982. Our...[more](#)

FINANCE

Homeownership Advisor - Indianapolis Neighborhood Housing Partnership (INHP). The purpose of the Homeownership

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Advisor position is to assist customers in identifying and removing barriers that impede them from obtaining mortgage...[more](#)

Special Programs Analyst-Housing Choice Voucher Program - Indiana Housing and Community Development Authority (IHCDA). The Special Programs Analyst works with rental assistance programs targeted towards serving vulnerable populations, including those with disabilities and...[more](#)

Real Estate Investment Underwriter - Indiana Housing and Community Development Authority (IHCDA). The Real Estate Investment Underwriter works as part of the Real Estate Development team analyzing applications to determine the financial feasibility of...[more](#)

Area Tax Site Coordinator - Marion County (part-time, seasonal) - United Way of Central Indiana. United Way of Central Indiana, recognizes that the key to success is a strong and cohesive team that works through shared values to achieve our mission. The...[more](#)

Fiscal Monitor-Community Programs Division - Indiana Housing and Community Development Authority (IHCDA). The Fiscal Monitor oversees sub-grantee monitoring, provides training and technical assistance to partners and oversees external monitoring conducted...[more](#)

COMMUNICATIONS/MARKETING/EVENTS

Marketing Manager - Indiana Chamber of Commerce. This position develops and coordinates all marketing efforts related to conferences, events and publications for the business education and events...[more](#)

Director of Marketing - Church Extension Financial and Missional Resources of the Christian Church (Disciples of Christ). Provide strategic leadership in the marketing efforts of Disciples Church Extension Fund (DCEF) and Hope Partnership in ways that reflect the ministries'...[more](#)

Managing Editor/Writer - DePauw University. DePauw is seeking to fill the position of Managing Editor/Writer. This position is responsible for managing written content for the Division of Communications and...[more](#)

Director of State Relations - EdChoice. EdChoice, a national nonprofit organization that promotes state-based educational choice programs, is seeking qualified individuals to expand its state...[more](#)

Training and Outreach Associate - EdChoice. EdChoice, a national nonprofit organization that promotes state-based educational choice programs, is seeking a qualified individual to expand its...[more](#)

PROGRAMS

Case Manager (Relationship Manager) - Flanner House Of Indianapolis, Inc. The Case Manager will provide initial client assessment to identify their needs and then establish a plan of service. Conduct outreach activities to involve more...[more](#)

Career Services Advisor - Interlocal Association. Assigned to an integrated county office, incumbent provides a wide variety of employment and training services to customers, and assists employers in filling...[more](#)

Monitor-Community Programs Division - Indiana Housing and Community Development Authority (IHCDA). The Monitor oversees sub-grantee monitoring, provides training and technical assistance to partners and oversees external monitoring conducted through...[more](#)



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Last week's jobs

EXECUTIVE

Executive Director - Indy Women in Tech. The Indy Women in Tech Executive Director ("IWIT ED") is responsible for overseeing the administration, programs and community outreach of the IWIT...[more](#)

Chapter Director - Back on My Feet. Back on My Feet is run like a fast paced, innovative, corporate start-up and led by a former Strategy Consulting Executive from a leading firm. The majority of...[more](#)

ADMINISTRATIVE/MANAGEMENT/LEADERSHIP

General Counsel - USA Football. The General Counsel is responsible for leading tactical legal initiatives for USA Football. The General Counsel provides senior management with effective...[more](#)

Administrative Assistant (part-time) - Carmel Clay Public Library Foundation. Do you have a love of books and libraries? Carmel Clay Public Library Foundation has a need for an Administrative Assistant. Our mission is to raise...[more](#)

Trust Account Manager - The Arc of Indiana Master Trust. The Arc of Indiana Master Trust is seeking a Trust Account Manager to join the trust team. If you enjoy helping others, are detail-oriented, have excellent verbal...[more](#)

Volunteer Operations Coordinator - HVAF of Indiana, Inc. HVAF is looking for a dedicated, personable individual to fulfill duties of a Volunteer Operations Coordinator in an engaging, flexible, and rewarding...[more](#)

Community Impact Partners Network Director - United Way of Central Indiana. United Way of Central Indiana, recognizes that the key to success is a strong and cohesive team that works through shared values to achieve our mission...[more](#)

COMMUNICATIONS/MARKETING/EVENTS

Director of Communications - ACLU of Indiana. The ACLU of Indiana is seeking an experienced, mission-driven applicant for the position of Communications Director to develop and implement a variety of...[more](#)

PROGRAMS

Program Coordinator, Programs - Simon Youth Foundation. The Program Coordinator, Programs assists in the overall management of SYF programs, scholarships and other relationships in support of the Vice President...[more](#)

Real Estate & Production Director - Greater Indy Habitat for Humanity. The Real Estate & Production Director will oversee the comprehensive management of the Construction and Homeowner Repair teams, as well as...[more](#)

Manager, HMIS - Coalition for Homelessness Intervention & Prevention (CHIP). Leads the planning, implementation and promotion of the Indianapolis Homeless Management Information System (HMIS) within the Indianapolis Continuum of...[more](#)

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Not-for-profit News serves as a champion for the nonprofit sector by publishing good news and sharing educational resources to inform the field. We feature new nonprofit job postings each week to attract capable people to the sector.

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