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Dear Club President,

An archive of previous editions can be [found here](#):

Quote of the Month:

"Optimism is the faith that leads to achievement. Nothing can be done without hope and confidence."

~Helen Keller, author and political activist

New Tool To Help Teams-SwimStaffSelect

SwimStaffSelect (www.swimstaffselect.org) is a Web-based cloud application (app) that helps you screen applicants for staff and volunteer positions at your swim club. Using SwimStaffSelect, you can create position descriptions, job postings, job applications, reference checking scripts, and interview scripts. . You can also communicate with applicants and review applications.

- SwimStaffSelect is a free member service available to all member clubs
- SwimStaffSelect is the result of a year-long partnership with the Non-Profit Risk Management Center. CEO Melanie Lockwood Herman previewed the tool at the 2014 USAS Convention and the 2015 Safe Sport Leadership Conference.
- SwimStaffSelect evolved as a result of the 2014 Vieth Report which recommended that USA Swimming expand its pre-employment screening program to include a written application, personal interview and written acknowledgment of the code of conduct pertaining to child protection and to develop tools to assist clubs in the hiring process

[User guide available here:](#)

8. How To Write Effective Meeting Minutes
9. Robert's Rules for Amending Bylaws
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Safe Sport Launches Online Anti-Bullying Training

USA Swimming and its [Safe Sport](#) program are committed to fostering a fun, healthy, and safe environment for all of its members. To help increase awareness and reduce the risk of abuse, Safe Sport has launched a new online course to help parents and coaches identify and address bullying behaviors.

The [online program](#) is free for USA Swimming non-athlete members. It can be accessed [here](#):

Lessons include:

- How to define bullying
- Why bullying is a problem
- What the different types of bullying are
- How bullying happens
- How to prevent an athlete from being bullied
- How to manage conflict between the individuals involved

Bullying behaviors lead to a negative team environment if not handled properly and quickly. Unfortunately, they can be alarmingly normal in youth sports settings.

[Read more:](#)

How to Be a Better Nonprofit Board Member

By Bill Meehan and Kim Starkey Jonker, *Insights by Stanford Business*, July 10, 2015

Apply the fundamentals of corporate governance to charitable work.

The importance of the nonprofit sector has never been greater. In the United States, there are several hundred thousand 501(c)(3)'s that provide much of our health care, education, performing arts, and social services. In this environment, executives face pressure to fundraise and grow while leveraging technology, with few new proven business models to help.

Meanwhile, volunteer nonprofit board leaders, who are often unsure how

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to leverage their skills and contribute their leadership, often struggle with how they and their board colleagues can be most effective.

An old Sicilian proverb says, “Fish rot from the head.” Many nonprofits are rotting from a lack of leadership at their heads: their boards of directors.

Basic rules and ideas that are obvious and commonsense duties of directors — evaluating staff and impact, becoming deeply familiar with the operations of the nonprofit, and recruiting — are not widely practiced.

[Learn more:](#)

Directors and Officers Liability Insurance: Why It’s Worth the Cost

By Pamela E. Davis, NonProfit Quarterly, July 13, 2015

Does a nonprofit organization really need to purchase directors and officers (D&O) liability insurance? The short answer is “yes.” What follows is the longer answer.

D&O insurance covers the organization and its directors, officers, and trustees against actual or alleged wrongful acts in three major areas:

1. Governance liability: claims resulting from general governance decisions;
2. Fiduciary liability: claims resulting from alleged fraud and improper financial oversight, including oversight of employee benefit plans (Employment Retirement Income Security Act [ERISA]) and use of grant funds and donor contributions; and
3. Employment practices liability: claims resulting from employment-related activities.

[Learn more:](#)

You can buy the coverage at www.usasmarketplace.com under club insurance link.

D&O insurance with \$1Million limits of liability for \$450 and \$2Million for \$875.

Remind Nonprofit Volunteers About Tax Deductions for Expenses

By NOLO Law for All

Your nonprofit volunteers can deduct certain volunteer expenses on their tax returns -- make sure they know it.

Savvy nonprofits know that a good strategy in fundraising is to remind potential donors about tax deductions for their donations. But did you know that your volunteers -- people who donate time rather than money -- may qualify for certain tax deductions as well?

Your nonprofit should make it a regular habit to remind volunteers -- perhaps your board or advisory council members, other regular volunteers, or those who assist at special events -- about these possible deductions.

It's true that the deductions available to volunteers may not add up to big dollars, since there's no deduction for the actual hours they put in. Even a highly skilled volunteer, such as a graphic designer or lawyer, can't deduct the value of his or her time.

But volunteers will likely appreciate your efforts to help them get some dollar return for other expenses they pay in order to volunteer, as described below. And by reminding volunteers that the IRS recognizes their role, you'll also remind them that this isn't a casual commitment, and perhaps further inspire them to come back next week (or next meeting). (For more on retaining volunteers, see [Nonprofit Volunteers: Top Five Tips to Keep Them Coming](#).)

Expenses Your Volunteers Can Deduct

Here's what the IRS will allow volunteers at nonprofits to deduct from their taxable income:

[Learn more:](#)

Upcoming Free Webinars

By BoardSource, July 2015

As a part of USA Swimming's ongoing efforts to provide leadership and skill-building resources that support and strengthen swim clubs and each

of you as leaders, we are pleased to offer you a complimentary annual membership with BoardSource. This yearly membership normally would cost you \$99/year per person. This membership is recommended for both the Head Coach and all Board of Director members.

If you're not already familiar with BoardSource, it is widely recognized as the leading organization promoting exceptional nonprofit governance and board service. BoardSource membership is a year-round educational resource that helps to connect, engage, inform, guide, counsel, and support a community of thousands of nonprofit leaders from across the country.

Your complimentary BoardSource membership includes access to over 170 downloadable governance documents, a monthly newsletter and access to their free monthly webinars on important issues facing board leaders.

It's very simple to activate your membership! Just visit <http://www.BoardSource.org/usaswimming> and complete the membership registration form.

Webinar 201: Free to all organizational and consultant members!
[Design Thinking – A Valuable New Program Development Tool](#)
Thursday, August 6 | 2:00 – 3:00 pm ET |

Innovative for-profits are increasingly using "design thinking" to ensure that their products and programs are attuned to the end-user's needs. Nonprofits can learn from their success. This webinar introduces the principles and the six-step process of design thinking and how board leaders can use them to drive organizational success.

Webinar 101: Free to all members!
[CEO Performance Assessment: Make It Meaningful](#)
Wednesday, August 12 | 2:00 – 3:00 pm ET | Individual Members \$0 | Nonmembers \$35

In this webinar, we will focus on developing well-rounded core competencies that reflect the multifaceted role of the chief executive, and on setting deliverable goals with realistic measures. Participants will see that performance evaluations can - and should - focus on moving forward, not on dwelling on the past.

10 Low-Cost Ways to Promote Your Business

By Susan Ward, Small Business Expert, about.com July 2015

Business promotion is to running a successful business as practicing scales is to playing the piano well; it may not be a thrilling activity in itself, but you just have to do it! You should spend at least an hour a day on business promotion or planning how to promote your business (and more is better, if you can fit the time in)!

You promote your business by getting the word out. The first axiom of business promotion is that you have to do this consciously.

[Learn more:](#)

How To Write Effective Meeting Minutes

By WildApricot.com

Are you new to writing meeting minutes?

Whether you've been tasked with taking notes for a committee or you've been appointed Secretary to the Board of your organization, preparing meeting minutes doesn't have to be an arduous task. Here are some tips and ideas that will help you get started with writing and preparing effective meeting minutes.

[Learn more:](#)

Robert's Rules for Amending Bylaws

**By C. Alan Jennings, PRP from Robert's Rules For Dummies
5 of 8 in Series: The Essentials of Robert's Rules for Establishing a
Deliberative Body**

No matter how good a job you've done creating your bylaws, sooner or later you'll need to change something. Robert's Rules encourages creating bylaws that can't be too easily amended, but amending them isn't so difficult that you can't consider and make changes within a reasonable time when necessary.

Setting the conditions for amending your bylaws

In amending a previously adopted bylaw, make sure that the rights of all members continue to be protected. The surest way to provide this protection is to prevent bylaws from being changed without first giving every member an opportunity to weigh in on a change. And bylaws should never be changed as long as a minority greater than one-third disagrees with the proposal.

[Learn more:](#)

Four Great Reasons to Update Your GuideStar Nonprofit Profile

1. Take charge of your organization's online identity.

You have the power to choose what millions of people see about your organization each year. Providing the public with your most up-to-date and complete information means that you are sharing your organization's true story. You get your most up-to-date information in front of GuideStar's millions of users as well as visitors to more than 220 other websites, applications, and platforms, including AmazonSmile, JustGive, Network for Good, VolunteerMatch, dozens of online giving portals, all major U.S.-based donor-advised funds, thousands of foundations such as the California Endowment, more than sixteen leading community foundations, and more.

2. Increase funding.

Updating your organization's profile on GuideStar gives you the opportunity to increase funding and visibility for your organization:

- Some profiles are viewed tens of thousands of times a year.
- You can activate a donation button right on your GuideStar Nonprofit Profile.
- More than seventy-five thousand foundation staff use GuideStar data to make philanthropic decisions.
- You can sign up to receive real-time alerts when there is a change to your organization's IRS status that might affect donations.

3. Save time with your grant applications.

Grant applications can be prepopulated with information that nonprofits have already updated in their GuideStar Nonprofit Profile. In support of the Simplify initiative, this process uses the existing central database of nonprofit information to eliminate the repetitive elements of grant applications and enable more efficient grantmaking.¹ GuideStar is working with nine of the largest grants-management software vendors to add this functionality; it will be fully functional with at least two of the vendors by the end of this year.

4. Don't spend a dime.

Updating your GuideStar Nonprofit Profile is free.

Learn more and to update page [midway down here](#):

The material in this e-mail is provided for educational and informational purposes only and does not constitute a recommendation or endorsement with respect to any company or product. One of the objectives of the USA Swimming Club Development News is to make coaches aware of potential resources available.

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