

Nonprofit Resource Needs

WisNRG Town Hall on a Wisconsin Nonprofit Resource Inventory

January 2021

The [Wisconsin Nonprofit Resources Group](#) (WisNRG) hosted a virtual Town Hall to gather ideas and feedback on an inventory of nonprofit resources. WisNRG developed this inventory, recognizing that nonprofit organizations often rely on supports, training, and resources to meet their organizational needs. The convening drew forty-eight professionals from nonprofit organizations and affiliated sectors. Participants identified gaps in resources and supports for Wisconsin nonprofit organizations and shared their ideas for structuring an effective inventory.

State of the Field in Wisconsin

Currently, there are a limited number of references featuring up-to-date resources relevant to Wisconsin nonprofits. Many focus on a particular region or type of resource, and they aren't always connected with one other or cross-referenced.

All of the attendees reported that they saw a need for a Wisconsin-wide inventory that includes current information, resources, and supports available to Wisconsin nonprofit organizations. There was also an interest expressed in live navigation support for such an inventory.

Building an Effective Inventory

Given this need, what would it take to create a useful inventory of resources for nonprofit organizations in Wisconsin?

Participants emphasized the importance of connecting to existing networks of support, both in the development of the resource inventory and in its content. Groups like UW-Extension, one of the current members of the WisNRG network, should be included as collaborators in this effort.

For the resource inventory itself, accessibility and relevance of featured information are also key. The inventory should be searchable and highlight eligibility, so nonprofit staff can find what they are looking for and determine whether they can access it. Organization by region and relevant key terms to will help users identify the types of support offered in their area.

"Looking forward to [determining] how we each can support the sector without competition, but instead, more supportive connections."

Participants also shared what resources they felt were most needed in the sector. Revenue-related supports were a clear and common need among participants, including donor relations and diversifying funding. Other common responses included volunteers, technology support, legal expertise, and guidance on various nonprofit management and governance best practices.

[WisNRG](#) will be using the feedback gathered at this session to inform next steps for curating the online Wisconsin Nonprofit Resources Inventory.