



www.marylandnonprofits.org

**Standards for Excellence  
An Ethics and Accountability  
Code for the Nonprofit Sector®**

Guiding Principles:

**I. MISSION AND PROGRAM**

Nonprofits are founded for the public good and operate to accomplish a stated purpose through specific program activities. A nonprofit should have a well-defined mission, and its programs should effectively and efficiently work toward achieving that mission. Nonprofits have an obligation to ensure program effectiveness and to devote the resources of the organization to achieving its stated purpose.

**II. GOVERNING BODY**

Nonprofits are governed by an elected, volunteer board of directors which should consist of individuals who are committed to the mission of the organization. An effective nonprofit board should determine the mission of the organization, establish management policies and procedures, assure that adequate human resources (volunteer or paid staff) and financial resources (earned income, government contracts and grants, and charitable contributions) are available, and actively monitor the organization's financial and programmatic performance.

**III. CONFLICT OF INTEREST**

Nonprofit board and staff members should act in the best interest of the organization, rather than in furtherance of personal interests or the interests of third parties. A nonprofit should have policies in place, and should routinely and systematically implement those policies, to prevent actual, potential, or perceived conflicts of interest.

**IV. HUMAN RESOURCES**

A nonprofit's relationship to its employees and volunteers is fundamental to its ability to achieve its mission. Volunteers occupy a special place in nonprofit organizations, serving in governance, administrative and programmatic capacities. An organization's human resource policies should address both paid employees and volunteers, and should be fair, establish clear expectations, and provide for meaningful and effective performance evaluation.

**V. FINANCIAL AND LEGAL**

Nonprofits must practice sound financial management and comply with a diverse array of legal and regulatory requirements. A nonprofit's financial system should assure that accurate financial records are kept and that the organization's financial resources are used in furtherance of the organization's charitable purposes. Organizations should conduct periodic reviews to address regulatory and liability concerns.

**VI. OPENNESS**

Nonprofits are private corporations which operate for public purposes with public support. As such, they should provide the public with information about their mission, program activities, and finances. A nonprofit should also be accessible and responsive to members of the public who express interest in the affairs of the organization.

**VII. FUNDRAISING**

Charitable fundraising provides an important source of financial support for the work of most nonprofit organizations. An organization's fundraising program should be maintained on a foundation of truthfulness and responsible stewardship. Its fundraising practices should be consistent with its mission, compatible with its organizational capacity, and respectful of the interests of donors and prospective donors.

**VIII. PUBLIC AFFAIRS AND PUBLIC POLICY**

Nonprofits provide an important vehicle through which individuals organize and work together to improve their communities. Nonprofits should represent the interests of the people they serve through public education and public policy advocacy, as well as by encouraging board members, staff, volunteers and constituents to participate in the public affairs of the community.

1500 Union Avenue, Suite 2500, Baltimore, MD 21211  
410.727.6367 800.273.6367 Fax 410.235.2190

8720 Georgia Avenue, Suite 303, Silver Spring, MD 20910  
301.565.0505 800.273.6367 Fax 301.565.0606

# ASSOCIATE MEMBERSHIP APPLICATION

(please print)

Name of Company/Individual: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Website: \_\_\_\_\_

Chief Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

By joining Maryland Nonprofits as an Associate Member, we will encourage the nonprofits we interact with to follow the Guiding Principles and fundamental values of the **Standards for Excellence®** code.

Signature of Contact Person: \_\_\_\_\_

Date: \_\_\_\_\_

**Annual Associate Membership Dues are (please check one):**

Individuals		Corporations/Agencies	
<u>Category</u>	<u>Annual Dues</u>	<u>Category</u>	<u>Annual Dues</u>
<input type="checkbox"/> Student	\$40 <i>(Requires valid student ID)</i>	<input type="checkbox"/> Contributor	\$350
<input type="checkbox"/> Affiliate	\$150	<input type="checkbox"/> Benefactor	\$750
		<input type="checkbox"/> Sustainer	\$1,500

**Do you wish to be listed in our online Consultant Databank?**  No  Yes

*(If you select "Yes" a form will be emailed to you for completion and we will add you to our website)*

You can help strengthen the sector in Maryland by becoming a Steward Member recognized separately in our Annual Report. Simply add an additional voluntary contribution to your regular dues payment.

Yes, please sign me up to become a Steward Member. I am willing to make an extra tax-deductible contribution of:  \$250  \$100  \$50  Other: \_\_\_\_\_

**Membership is not active until payment has been received.**

Check enclosed (payable to Maryland Nonprofits)

Charge \$ \_\_\_\_\_ to my:  Visa  MasterCard  AmEx  Discover

Account Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

**Return to:** Maryland Nonprofits • 1500 Union Ave, Suite 2500, Baltimore, MD 21211



## ASSOCIATE MEMBERSHIP BENEFITS

Investment	Individuals		Corporations		
	Student \$40†	Affiliate \$150	Contributor \$350	Benefactor \$750	Sustainer \$1,500
<b>Benefits</b>					
Free annual subscription to <i>Sector Connector &amp; Monthly Member Update</i>	✓	✓	✓	✓	✓
Member-rate admission to trainings	✓	✓	✓	✓	✓
Member-rate admission to Annual Conference	✓	✓	✓	✓	✓
Full Access to Maryland Nonprofits Resource Center and website, including Standards for Excellence® Educational Resource Packets	✓ one user only	✓ one user only	✓ multiple users	✓ multiple users	✓ multiple users
Listing in Online Consultant Database		✓	✓	✓	✓
<b>Cost-Saving Programs</b>					
ReadyTalk (web/teleconferencing)		✓	✓	✓	✓
Printing Essentials (ink/toner)	✓	✓	✓	✓	✓
Staples		✓	✓	✓	✓
Office Depot		✓	✓	✓	✓
Retirement Planning				✓	✓
Application discount to become a Standards for Excellence certified license consultant		✓	✓	✓	✓
Invitations to Awards Programs, Member Networking Events, and Special Programs		✓	✓	✓	✓
Opportunity to purchase member-rate advertisements in <i>Sector Connector</i> newsletter			✓	✓	✓
Opportunity to submit informational articles to <i>Sector Connector</i>				✓	✓
Recognition on website and in Annual Report				✓	✓
Skillbuilder coupons to donate to a nonprofit of your choice*				4	8
Complete set of hard-copy Nonprofit Membership mailing labels				1x/year	2x/year
Consulting assistance on the nonprofit sector (1 hour limit)					✓
Separate Recognition at Annual Conference					✓

† - requires photocopy of valid student ID

\* - Skillbuilder coupons are vouchers for ongoing Maryland Nonprofits' trainings given to your staff to, in turn, donate to their favorite nonprofits. Trainings cover a wide variety of subjects and occur throughout the year. Skillbuilder coupons serve the dual purpose of setting a conscientious corporate example, and connecting with staff on a personal level.

For Associate Members at the Contributor, Benefactor or Sustainer levels:

If you want to add additional contacts to your company's membership, please include their names, titles, email addresses and phone numbers on a separate sheet, or email Craig Weinrich, Director of Membership at [cweinrich@mdnonprofit.org](mailto:cweinrich@mdnonprofit.org).

Thank you!

Revised January 19, 2012