

# TPS Parent Congress, Inc.

*"Building Bridges to the Community"*

The Non-profit World and  
Building a Brand One  
Stakeholder at a Time

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- Attorney for 17 years, Masters in Finance
- Motion Picture Industry, 7 years in Los Angeles
- Entrepreneur in Toledo Past 9 years
- Started an IT company in 2001, which was ultimately sold to McAfee, a Fortune 500
- President of Ohio IT Alliance, a non-profit based in Columbus
- Teach Entrepreneurship and Law at the University of Toledo
- Consult with local businesses, especially tech companies trying to raise capital
- Own a restaurant in downtown Toledo, Home Slice Pizza on St. Clair; offices on Summit
- Wife and three kids
- I live and breath Toledo

## Cohen Bio

					Revenue 2006	Assets 2006
All Nonprofit Organizations (US)			1,478,194			
	<u>501(c)(3) Public Charities</u>		904,313			
	<u>501(c)(3) Private Foundations</u>		109,852			
	<u>Other 501(c) Nonprofit Organizations</u>		464,029			
	Small community groups and partnerships, etc.		Unknown			
In Ohio		Who File with IRS	24,297		\$ 65,172,927,838	\$ 129,185,476,072
In US		Who File with IRS	565,913		\$ 1,532,215,634,104	\$ 3,321,896,286,928
Total US GDP					\$ 13,600,000,000,000	
Non-Profit Percentage of Total GDP						11.27%

**Myth: Non-profits don't make profit.**  
**Fact: They do. The term is a legal term, which means:**

- ....said organization is organized exclusively for charitable, religious, educational or scientific purposes, including, for such purpose the making of distributions to organizations that qualify as exempt organizations under section 501 ( c ) ( 3 ) of the Internal Revenue Code, or corresponding section of any future federal tax code.”

**Definition – Not one word regarding profit in the entire definition...**

- A lot of “non-profits” are looking for money in the same pools – competition for resources.
- It’s big business and with big business, you will have professional managers.
- Professional managers are well organized and very good at operating and raising funds.
- Organizations have to be “focused”....

**What do the above statistics foretell?**

- Need to have a well articulated vision and mission for the organization:
  - Spell out why you exist and for whom;
  - Identify key goals and be as specific as possible without being wordy;
  - Treat the organization like it is a business, which means a business plan should be created to provide a clear pathway to success...
    - Identify what success looks like for the organization.

**What does this mean for TPS  
Parent Congress?**

- Once the business plan is created, with input for a core group, then you need to execute.
  - “The best laid plans...”
  - A business plan means nothing if you do not follow it or try to execute on your plan.
  - Create benchmarks and milestones – e.g. we want to raise x dollars a year using the following types of methods x, y, z...

**What does this mean for TPS  
Parent Congress?**

- Identify leaders who can coordinate and execute on the plan.
  - The world is filled with clutter and distractions, a leader will prioritize the organization at the top of his community interest “pile”.
  - Key areas that leadership can bring – legal, accounting, sales, marketing, community relations....
  - Organize the masses, to develop the “brand” and promote it. (e.g. United Way, Y)

**What does this mean for TPS  
Parent Congress?**

- Utilize technology to get the message out:
  - Twitter
  - Facebook
- Utilize other community organizations to help:
  - Chamber (Epic)
  - Banks

**What does this mean for TPS  
Parent Congress?**

- Value Proposition:
- This goes back to the mission
  - Identify the community partners necessary to make the organization successful
  - Create an organization value proposition for each community partner – why does the community partner NEED to be involved with TPS Parent Congress when there are so many other organizations out there, and time is so short?

**What does this mean for TPS  
Parent Congress?**

- General Value proposition:
  - TPS Parent Congress is a partnership between parents and TPS that will create a shared vision in promoting educational and personal responsibility in our children starting in K. By creating this working relationship, our Toledo children will be better educated, more college prepared and/or workforce ready which will ultimately lead to a better human and economic condition in Toledo.
- Assume that you want a bank to contribute funds to this mission – why does this benefit a bank? A better, more responsibly educated child will result in a better workforce, which will lead to a competitive advantage for Toledo – more jobs, more money, more deposits and loans. In the short term – its also good PR for the bank.

## Value Proposition

- Questions

- Thank you very much for your time, please enjoy the rest of your summer!!

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**Branding Example**