

January 2, 2019

Dear USA Dance Board of Trustees:

As a past board member of the Healthcare Hospitality Network, a volunteer led national membership organization, I have known the challenges of trying to keep the organization moving forward with limited resources and limited time. During a critical time in our organization, we were at a point where we could no longer require our volunteer board and membership, who already have full-time careers, to carry the massive work load and administrative functions necessary to move our organization into becoming one known for professionalism, integrity, and industry certification. We also did not have enough income to internally hire enough support staff to take us to the next level to ensure the future of our mission.

We found our solution through Kristin Bennett and Nonprofit Resources. Through Nonprofit Resources, we have been able to achieve so many of our goals within a reasonable budget. Over the last 3 years we have:

- Revamped our main annual event to reflect national conference best practices, leading to better attendee satisfaction.
- Implemented a certification and online learning management system; the first of its kind for the industry.
- Recruited key, qualified leaders and retained essential expertise on our Board of Directors.
- Revisited our bylaws and governing documents, financial procedures, and policies to come into a best-practices way of operating.
- Revamped the member benefits offerings and process, leading to improved member engagement and networking.
- Improved member communications utilizing online and social media channels.
- Greatly improved the visual appeal of not only the web site, but all collateral assets.
- Introduced the first services impact report and statistics; a much-needed member service for the industry.

At first, our board was concerned that in outsourcing our administrative functions, we may lose control or the ability to have influence within our industry, we found the opposite to be true. Through Kristin's approach of keeping volunteer board members engaged in exactly what board members do, and separating out the administrative functions, which staff should focus on, we have built a solid foundation for success. While board members focus their limited time on fiducial responsibility, policies and procedures, and recruiting industry leaders who can support and lead the mission, Kristin and her team take care of the day to day tasks that must be done for the board members to be successful and for the membership to thrive and grow.

Not just as a client of Kristin's, but also as an amateur ballroom competitor and member of USA Dance, I would highly recommend Kristin Bennett and her team at Nonprofit Resources to be your solution for nonprofit management services.

Sincerely,



Toni Moore  
President & CEO  
Philos Hospitality, Inc.