

Welcome to SVA's nonprofit update. I'm Kirsten Houghton, a principal at SVA and the head of our nonprofit services group. Today's topic is the use of the form 990 as a marketing tool, as many individuals rely in the form as their primary source of information about a particular organization.

Readers tend to focus on key areas that include assessing the governance structure, policies and compliance, determining if the mission aligns with the values and goals of the organization and evaluating the program service accomplishments and alignment with the overall mission.

The organization must also develop focus messaging while determining content that will resonate. The communication within the forum should focus on the organization's exceptional qualities, its program service activities and quantifiable results. The more detailed information and organization provides, the better chance that has it attracting donors and funders. Let the For further information about this topic go to [SVAaccountants.com/nonprofitupdate](http://SVAaccountants.com/nonprofitupdate). Thank you.