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National Manufactured Home Owners Association



i'mPOWERED! August 2015



NMHOA's President Tim Sheahan Welcomes You to i'mPOWERED!

Welcome to NMHOA's educational series, **i'mPOWERED!** As they say, "knowledge is power," which inspired NMHOA to create a distinctive name for this service that combines the three words I-am-empowered.

This month, our featured article focuses on effective and pragmatic fundraising strategies and the need to create a specific plan for fundraising. Many membership organizations have turned to donor contributions as one vital means of supplementing dues revenue and other revenue generating opportunities should also be explored. You or your family members likely practice "charitable giving," especially at the end of the year, and there is good reason to add MH advocacy groups, including NMHOA, to the list of recipients for such giving. Financially supporting them will help enable them to help you and other MH owners. In this era of a growing number of unscrupulous predatory MH community owners, the need to keep our advocacy



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DID YOU KNOW



NMHOA President, Tim Sheahan and Executive Director, Ishbel Dickens, represent home owners on the Dept. of Housing and Urban Development's (HUD) Manufactured Housing Consensus Committee (MHCC). The MHCC was established under the Manufactured Housing Improvement Act (Act) of 2000. This Act requires the Secretary of HUD to establish manufactured home construction and safety standards in accordance with a consensus process, with the MHCC consisting of seven representatives of the producers, the consumers, and the general public.

groups alive and effective has never been more important--good luck in your fundraising endeavors!

Do You Have a Fundraising Plan?

By: *Ishbel Dickens & Tim Sheahan*

Hands up if your home owners' association board ever worries about keeping the lights on! We suspect every reader's hand shot up to the ceiling. Whether yours is a statewide advocacy organization, local advocacy coalition or individual community HOA, most boards are constantly thinking about ways to raise money for their organizations and the causes they believe in.

However, it always amazes us that the first places board members of larger organizations think about for financial support are large national foundations, rather than the people who benefit from the services of the organization. Why do we assume that foundations will care about our mission and values, especially if we are unable to show that we have the support of our members? If your group is engaged in political activities or too much lobbying of elected officials, it might not even qualify for financial support/grants from most foundations. While it might be harder for 501(c)(4) structured organizations to raise funds from private foundations, it may be more viable for them to raise money from individual donors who support their work anyway.

Expanding your vision of where financial support could come from, frees you and your organization to think more creatively about local donor support, (this also tends to mean funding with less restrictions and less paperwork than foundation support), and stronger ways for individual board members to participate in the development work that will allow your organization to be self-sustaining.

Articles by "**Inside Philanthropy**" and "**Network for Good**" illustrate these points more fully. Read more at: <http://www.insidephilanthropy.com/home/2015/8/10/does-your-nonprofit-suck-at-fundraising-heres-a-report-that.html> and http://www.fundraising123.org/article/fear-factor-help-your-board-conquer-fundraising-phobias#.VdFjn_IVhBc

Major "takeaways" of the articles are the importance of developing a strategic plan for fundraising, using new technologies to make it easier for donors to give and not being afraid to solicit donations. If your group is structured as a 501 (c)(3) nonprofit, contributions might

The Act requires manufacturers to provide approved design and installation instructions with each manufactured home and proposed recommendations from the MHCC are posted on the Federal Register for public comment before final adoption by the Secretary.

Many states have their own State Administrative Agencies (SAA) to ensure regulations, codes and standards are met. If your state does not have an SAA then HUD administers the program in your state. The Act also required HUD to set up a dispute resolution program whereby consumers could file complaints if their home was installed improperly or did not meet the regulations.

Tim and Ishbel will be attending MHCC meetings in DC the week of August 17 – 21. You can learn more about the MHCC here:

<http://www.hud.gov/offices/hsg/ramh/mhs/faqs72010.cfm>



Ask Ishbel

Q. If we want to improve the living situation in our community, what is it reasonable to expect?

A. I am taking the liberty here to provide an answer to this question by adapting an article recently written by Jessica Weinli and published in the 8/12/2015 issue of *Rooftops*. Jessica quotes activist, teacher and author, Angela Davis who when speaking in St. Louis last month, stated, "we must learn to ask for what we want, not what we think will be given to us."

In other words, if we start out asking for what is reasonable, we will get less – that is simply the nature of negotiation. What if we start asking for what we want or for what is right? As Frederick Douglass so aptly stated, "power concedes nothing without a demand. It never did and it never will."

Are you and your home owners' association willing to take on the struggle and ask for what is right? If so, then NMHOA will stand with you, support your efforts, and celebrate your successes with you, however long they may take! Let's stop limiting ourselves. Let's work together to improve the living conditions in America's manufactured housing communities. Call me at: 206.851.6385 to get started.

even be tax-deductible for your donors!

If you have a question for Ishbel, please email it to her at: ishbel@nmhoa.org

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National Manufactured Home Owners Association



The mission of the National Manufactured Home Owners Association (NMHOA) is to promote, represent, preserve, and enhance the rights and interests of manufactured home-owners throughout the United States.



Visit our website www.nmhoa.org

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