



Growing Your Nonprofit

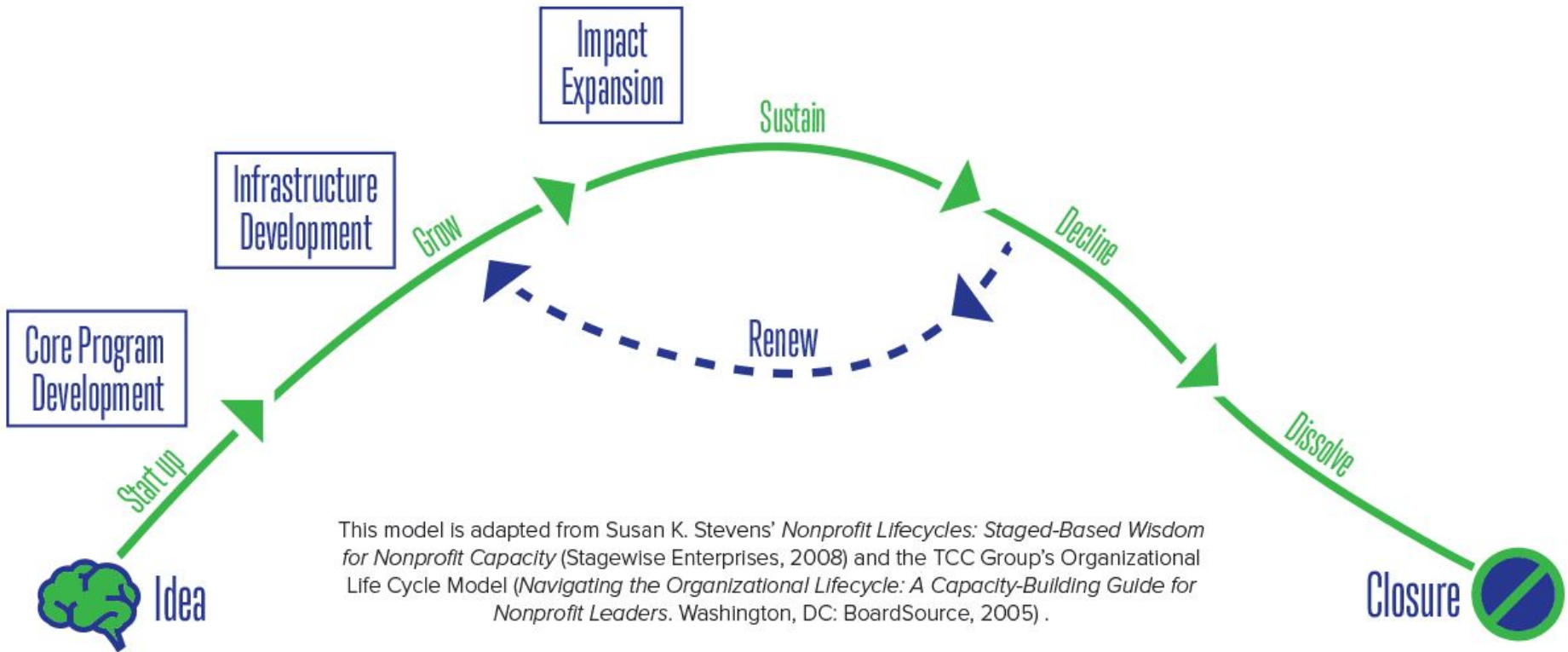
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January 26, 2017



Agenda

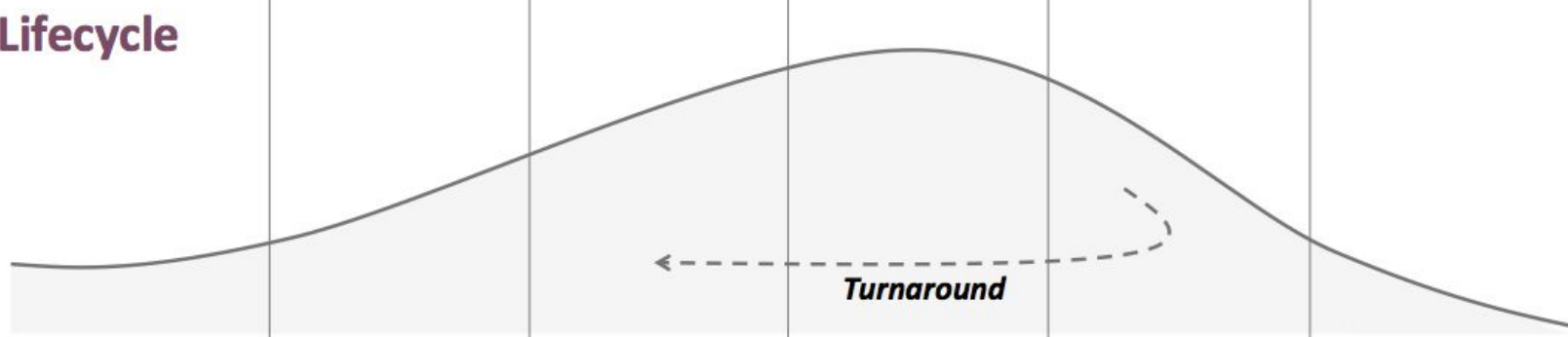
- Overview
- Introductions
- Life cycle of nonprofits
- Nonprofit Status
- Governance
- Budget planning
- Fund development
- **BREAK (10 min)**
- Donors
- Grant applications
- Sponsorship programs
- Sales/Memberships
- **Questions @ 12:10pm**





Nonprofit Organization Life Cycle

Nonprofit Lifecycle



	Idea	Start-up	Growth	Maturity	Decline	Crisis
Programs	Informal; need established & programs are started	Simple programmatic approach; strong commitment to service delivery	Established in marketplace; more consistent & focused delivery	Programs are well developed; focused on results & relevancy	Losing relevance in marketplace; market saturation or duplication	Demand for services is near zero; competition is fierce or has moved on to other needed services
Human Resources	Entrepreneurial founder	Flat organization; decisions are likely made by founder	Increased division of labor & accountability; executive director is key decision maker with Board guidance	Clear division of labor & accountability; leadership is often second or third generation from founder	Increasing turnover; decreased ability to attract top talent; decreased transparency	High contention & division between staff; mistrust of leadership; inability to fill key roles
Board	Not yet developed	Formal governance in place; homogeneous group	Board expansion – more outsiders; more focus on planning & oversight	Board is more policy & strategy focused; delegates management to executive director	Board membership is waning; awareness of operational issues is low	Board not fulfilling fiduciary responsibilities
Financials	Most are in-kind	Limited financial resources; hand-to-mouth	Established relationships with funders, but still unpredictable	Established relationships with multiple funders; higher degree of predictability	Funders are not renewing contracts; donor retention & loyalty decreasing	Cash-on-hand insufficient to cover operating expenses; current donors tapped out
Marketing	Not utilized	Limited communications & PR – most is word-of-mouth	First official PR materials; primary method of marketing is still word-of-mouth	Increased sophistication in marketing & communications using multiple channels	Decreased public interest	Unable to attract media or public attention; messaging does not resonate with public

501(c)3

IRS Nonprofit Status

PURPOSE:

The ability for donors to receive a tax deduction for gifts.

The ability to apply for grants.

APPLICATION:

Requires Articles of Incorporation and Bylaws.

Online application.

Governance

- Board Function
- Board Types
- Building Your Board
- Managing Your Board - Expectations



The Magic of a Realistic Budget



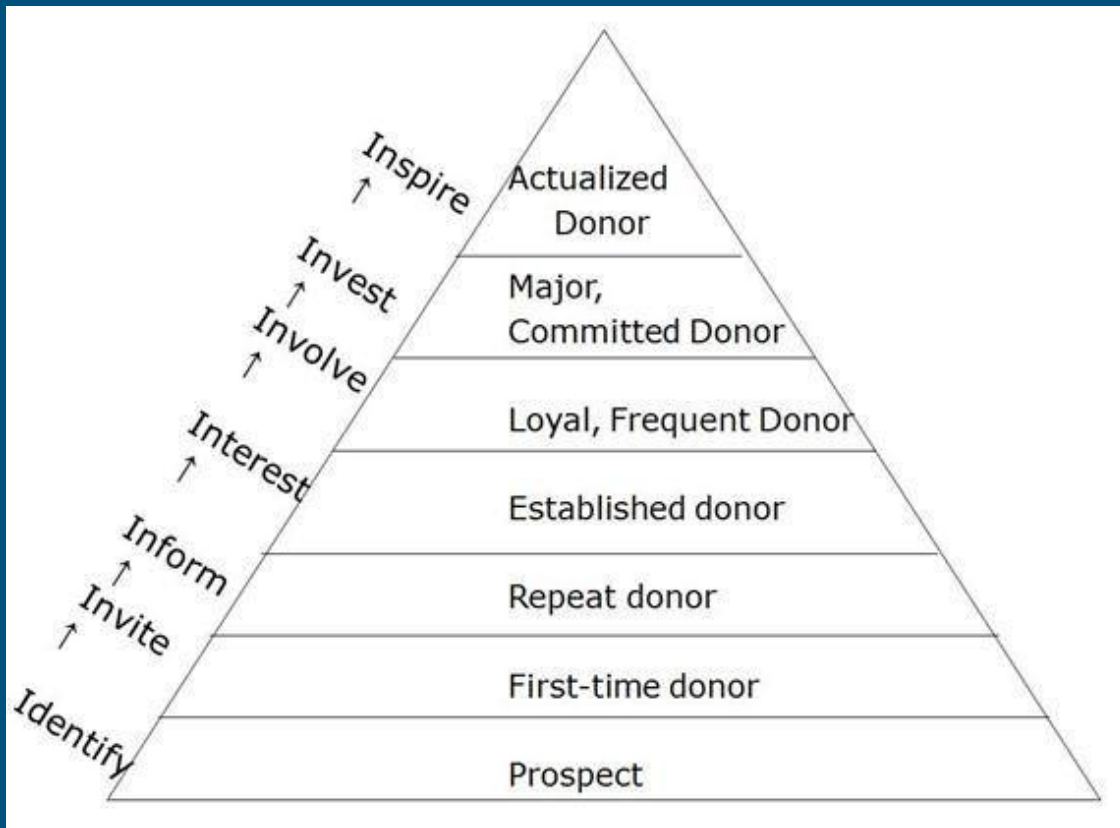
- Purpose of realistic budgeting
- Use experience/others experience
- Focus fund development & marketing on areas of potential growth

A close-up, black and white photograph of a banknote, focusing on the intricate, textured patterns of the paper. A semi-transparent white rectangular box is overlaid on the left side of the image, containing the text "Fund Development 101".

Fund Development 101



BREAK!



Individual Donors

Donor Outreach

- Start with invested audience
- Get audience information
- Develop psychographic Information:
Claritas PRIZM
- Create targeted campaigns
- Continue donors up the ladder





Grants

- Benefits
- Research focus
- Foundation Directory
Online Professional/
Individual Grants
- MRAC/ MSAB
- Like organizations
- Writing Grants
- Realistic Goals

Sponsorship

- Research
- Like organizations
- Approach:
Sponsorship
Program
Individualized
- Package planning



Sales

- Items, tickets, memberships
- Focus on Target Audience
- Set pricing structure
- Psychographics
- Marketing
- Communications
- Subscriptions



A glowing lightbulb with a dark filament, set against a blurred background of other lightbulbs. The lightbulb is the central focus, with a warm, golden glow emanating from it. The background is out of focus, showing other lightbulbs in various stages of illumination, creating a bokeh effect. The overall atmosphere is warm and contemplative.

QUESTIONS & DISCUSSION



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