Tapping Into Your Board & Community Potential

Presented By:
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Objectives

- Identify ways to capitalize on strengths and expertise of every board member.
- Identify ways to develop an effective capital campaign.
- Develop strategies for collaboration between board, staff and community to achieve a common goal.
Women & Families With Children Need Us!

The Anacortes Family Center has served nearly 750 people nearly 7 years.

Two Thirds of these were children.

Issues by the numbers:

- Domestic Violence: 70%
- Mental health issues: 60%
- Single Mothers: 50%

The need for services, and the complexity of cases is on the rise.
What Makes AFC Different?

- Shelter vs. Program/Program vs. Shelter
- Full Family Unification
- Intensive Case Management
- Life Skills Education – Adults & Kids
- Focus on Employment – 14 Day Mandate
- Client Tracks
- In-House Assistance:
  - Budgeting
  - Counseling
  - Tutoring
  - Smoking Cessation
  - Transportation Assistance
Program Success!

83% Success Rate in 2016

Under 5% Recidivism

Employment:
45% at Intake
75% at 60-Days
Income DOUBLES

100% Leave With:
Resume
Household Budget
Support System
Greater Life Skills
Capitalizing On Board Strengths

- Careful recruitment of desirable board members that meet needed criteria.
- Three meeting trial period for candidate and board.
- Clear expectations of new member.
- Meetings that are structured and highly engaging.
- Provided with a job/mission or they will find one.
Recruitment and Selection

• Identify gaps in board needed to fulfill our strategic plan.
• Identify potential members (form a list) vetted by board.
• Visit/tour facility and learn about AFC with ED and board member.
• Participate in 3 meetings (at least one board meeting)/events and a final interview.
• Candidate presented to board for vote.
Board Job Description

Position

The Board will support the work of the Anacortes Family Center (AFC) and provide mission-based leadership and strategic governance.

Day-to-day operations are led by the Executive Director.

The Board-E.D relationship is a partnership, and the appropriate involvement of the Board is both critical and expected.
Board Job Description

Leadership, governance and oversight

• Serve, govern and advise the organization in partnership with fellow board members and senior staff in the implementation and development of our strategic goals as outlined in the organization’s strategic plan.

• Regularly review, analyze and approve financial reports, budgets, policies, procedures, and other material business decisions, being informed of, and meeting all, legal and fiduciary responsibilities.

• Review the agenda and supporting material prior to each board and committee meeting.

• Contribute to an annual performance evaluation and review of the Executive Director.

• Identifying and recruiting potential board members.

• Partner with the board chair and E.D. to ensure board resolutions are vetted and carried out appropriately.

• Serve on at least one board sub-committee (Executive, Governance, Development, or Finance).

• Represent the AFC to stakeholders; act as an ambassador for the organization.

• Ensure AFC’s commitment to a diverse board and staff that reflects the community we serve.
Board Job Description

Fundraising & Outreach
AFC Board Members will consider AFC a philanthropic priority and make annual gifts that reflect that priority.

• Make an annual contribution that is personally significant.
• Participate in fundraising activities.

Board terms/participation
AFC Board Members will serve a three-year term.

Qualifications/Conflict of Interest
• Passionate about the AFC’s mission of working with women and families in crisis to provide shelter and the resources to move forward to self-sufficiency.
• Professional experience leadership accomplishments in business, government, philanthropy, or the nonprofit sector.
• A commitment to and understanding of AFC’s beneficiaries.
• Ability to work well in a group with and capable of cultivating relationships, persuading, convening, facilitating, and building consensus among diverse individuals.
• Personal qualities of integrity, credibility, and a passion for improving the lives of women and families in need.
Donor Evolution

Introduce the Donor to the Cause

Show the Impact

Connect them to the idea "Lean In"

Inspire Investment

Show the Impact

Introduce the Donor to the Cause

Connect them to the idea "Lean In"

Inspire Investment
It takes 7 introductions

- **PLAN**: occasions ahead.
  - Create an over-arching strategic plan for initial donor contacts.
- **PASSION**: is both persuasive and contagious.
- **PERSISTENCE PAYS!** Never lose a chance…
Community Engagement

• Friend-Raising vs. Fund Raising
  • Ask your opinion vs. Ask for your money.
  • Open your heart vs. Open your wallet.
  • Come volunteer vs. Come to our event.

• Know your audience then tailor your pitch.

• Use inclusive language.

• Tell your story AND yours stats!
  • The nonprofit’s evolution to efficacy.
The Executive Director’s Role in Engagement

- Know your board’s strengths and utilize them (including your own!)
- Arm your board with knowledge.
- Play air-traffic-controller.
- Listen! Have a known open door policy.
  - Solicit candid, frank and open feedback.
- Personalize the work.
- Get out there!!!!
Achieving your Dream: Capital Campaigns for Nonprofits

The art of a capital campaign is dreaming big but basing your dream on lofty but realistic goals.

“SO MANY OF OUR DREAMS AT FIRST SEEM IMPOSSIBLE, THEN THEY SEEM IMPROBABLE, AND THEN, WHEN WE SUMMON THE WILL, THEY SOON BECOME INEVITABLE.”

CHRISTOPHER REEVE
rd.com/quotes
Things to consider for your campaign

• Every campaign needs the following things to be successful:
  • A campaign chair who knows the community intimately and has close community ties with “big givers.”
  • A strategist who can look at giving history and current givers and set a campaign course before the campaign begins.
  • A campaign committee that is committed, engaged and willing to work.
  • 100% board commitment – mentally, financially, etc.
What are the important questions to ask for a capital campaign?

1. Do you have access to “large givers” in your community that have a passion for your mission and your new project? Can you cultivate that?

2. Do your project and mission match?

3. Do you have a documented history of “small givers” that give regularly to your organization?

4. Have you built name recognition and goodwill within your community?

5. Can you build a campaign committee that is willing to work and ask for money?

6. Is the goal you have set realistic and achievable based on your community, environment and donor base?
The time it takes to cultivate 500 small gifts may be better spent cultivating one or two large gifts.
Branding the Campaign

It literally “takes a village” to successfully complete a capital campaign. To unite the community a campaign brand should be:

- Short
- Memorable
- Something that appeals to both “left brain and right brain” givers.
Thank You!

Groups & Questions