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# Frontline Perspectives

FOR NONPROFIT BOARD AND STAFF LEADERS

January  
2018

*Bryan Orander, president, Charitable Advisors*



## Engaging your full board team

Typically, I use this space to talk about the governance processes and expectations for an effective nonprofit. However, we all know that it is the people who serve on your board who ultimately make the difference in developing a strong organization. Their time commitment and attention move your organization forward.

Below is a simple matrix that has been around long enough that no one knows who created it, but many leaders have not seen it or used it - so it is not yet ubiquitous.

My suggestion as you step into 2018 is to take a few minutes to reflect and place each of your board member's characteristics in the quadrant that best describes his or her contribution as you assemble your engagement plans for the year.

|           |      | INVOLVEMENT   |             |
|-----------|------|---------------|-------------|
|           |      | Low           | High        |
| INFLUENCE | High | Angels        | Stars       |
|           | Low  | Bench Warmers | Worker Bees |



**Angels** bring relationships and credibility. You should have a candid conversation about how they can be effective connectors and visibility raisers for your organization and learn if they're interested in

doing more.

**Stars** bring influence and high engagement . You want to find key roles for them, keep them energized and work together to recruit more people like them.

**Bench Warmers** aren't clear about how they can engage. You want to approach them with positive expectations plus ideas and options to help them engage and contribute. If they prefer to be spectators, talk about whether there are other ways they can offer support that are more within their comfort zones.

**Worker Bees** bring high engagement . They play key roles in important work of the board and organization. Find out how they want to help and encourage their efforts.

To further explore this topic, contact Bryan Orander at [Bryan@CharitableAdvisors.com](mailto:Bryan@CharitableAdvisors.com) or 317-752-7153.



## QUICK TIP

### Say "thank you" in a Visible (maybe tangible) way

Here's an interesting idea as we approach a new year: Your nonprofit could send a thank you note or letter to each board member's supervisor and/or family expressing your appreciation for their efforts and time invested. Conversely, board leaders can think about how they can better express their appreciation of key staff.



Share your board questions and ideas about diversity with us at [Bryan@CharitableAdvisors.com](mailto:Bryan@CharitableAdvisors.com), so we can share them in a future "Quick Tip".



## LEARNING OPPORTUNITIES

### Time to reserve your "Expert Group Consulting" slot for March - May 2018

Starting in March, we will repeat our "Expert Group Consulting" offerings on succession planning and major gift fundraising. Registration and promotion is just beginning and enrollment will close when we reach our cap of six organizations per topic.

#### Work with Bryan Orander on succession planning ( March 20 and April 18 from 8:30-11 am):

I will lead a group consulting/coaching opportunity this March and April focused on succession planning, emergency succession, staff development and preparing for leadership transition. Two individuals from your organization will attend two 2 ½ hour working sessions with five other nonprofits to advance your thinking and develop appropriate plans.

Where else can you get a customized succession and senior staff development plan in a month's time for less than \$500?

[Click here](#) for more information and to register.

## Work with T.J. McGovern to start or strengthen your major gifts effort:

We will again partner with T.J McGovern this March - May for a three-session program to develop your major gift fundraising efforts. McGovern brings a career of relationship-focused fund development in higher education and community-based nonprofits and loves to share his knowledge.

During three, 2 ½ hour working sessions, McGovern and 4 to 6 participants will work together to develop individual graphic-presentation tools and design a plan to implement it for each organization's major gift efforts.

Where else can you get a customized development plan and tool in 60 days for less than \$800?

[Click here](#) for more information and to register.

**Design rationale:** The general concept for "1 2 3 and Done Expert Group Consulting" is that in two to three working sessions with an expert consultant and a cohort of other nonprofit leaders/staff, you will complete a project or produce a product that will advance your fund development or leadership efforts. We project 70 to 80 percent savings as compared to vetting and hiring a consultant to work on the same project.

### Key principles of our design:

1. Work side-by-side with an expert consultant
2. Peer sharing and collaboration of ideas
3. Tangible outcomes/results, not just a general increase

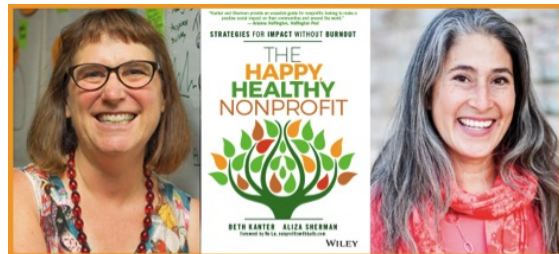
Contact Bryan at 317-752-7153 or [Bryan@CharitableAdvisors.com](mailto:Bryan@CharitableAdvisors.com) with questions or to learn more.



## YOUR READING LIST

### The Happy, Healthy Nonprofit: Strategies for Impact without Burnout by Beth Kanter and Aliza Sherman (2016, Wiley)

As we begin the new year, Beth Kanter and Aliza Sherman share some strategies to help us all find more balance between sacrificing either for our cause or for our family/life. Ms Kanter spoke at an event in July 2017 hosted by the Hancock County Community Foundation to very positive reviews.



What titles are you recommending to your colleagues?

Bryan Orander  
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## SELECTED CHARITABLE ADVISORS NONPROFIT RESOURCES

[Nonprofit Job Board](#)

[Real estate to lease or for events/meetings](#)

[How to place a Job ad](#)

[2016 Charitable Advisors Nonprofit Salary Survey](#)

I started Charitable Advisors in 2000 with a vision to offer more than traditional consulting services and to become a connector, advocate, and problem solver for the nonprofit sector. This approach has made Charitable Advisors a critical component of the central Indiana nonprofit infrastructure. Over the past 6-7 years, we have supported more nonprofits through leadership transitions and retirements than any other area firm. Nonprofits post 1,000 job openings each year on our nonprofit job board. We research and publish the local nonprofit salary survey and we keep thousands of nonprofit leaders informed each week through the Indianapolis Not-for-profit News e-mail newsletter.

**Contact me** if your organization is preparing for its next strategic planning cycle, envisioning a new focus on board development, or preparing for a planned or unexpected leadership transition.

*Bryan Orander, President - Charitable Advisors*



**STAY CONNECTED**

