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# Frontline Perspectives

FOR NONPROFIT BOARD AND STAFF LEADERS

March 2018

*Bryan Orander, president, Charitable Advisors*



## Leaning into the Tight Labor Market - 3 Ways

For more than 15 years, the Charitable Advisors Nonprofit Job Board has been a key driver in connecting nonprofit job seekers with nonprofit organizations in Central Indiana. In recent years, it has been typical for nonprofit employers to annually post close to 1,000 open positions, about 20 each week - making us the "go to" for nonprofit job seekers. This has created tremendous efficiencies in the local nonprofit marketplace.

With a tight labor market, it takes more effort to identify candidates and the Charitable Advisors team is looking for additional ways to help:

### Executive Leadership

Send us your resume if you are an experienced nonprofit leader who is currently looking for a new opportunity or anticipating a change in the next year or two. Each month, we are starting two new ED/CEO searches, and are currently building our database of current and aspiring leaders. Our key fields include: youth services, community development, social services, health and more. Deputy or associate director candidates are also welcome.

[Click HERE to share your information with us through our job board.](#) All submissions will be held

in confidence. If you are an aspiring career changer, we welcome your resume only if you can show a history of community involvement/leadership and some type of fundraising experience.

### **Aggregated-Digital-Recruiting Pilot Campaign**

With a small nonprofit group, we are developing a platform to recruit individuals for client-service roles that are mostly non-degreed. These nonprofits are hiring dozens of direct service professionals, residential and community staff, and childcare staff each month. We are partnering with a local digital marketing agency for a 90-day pilot. The recruiting intention is to create a wave of visibility for these positions that make such a huge difference in people's lives. If a \$2,000/month investment is within your recruiting budget and you would like to attend the next meeting of this group, please contact Julie Struble at [Julie@CharitableAdvisors.com](mailto:Julie@CharitableAdvisors.com).

### **Central Indiana Nonprofit Salary Survey**

On March 1, we launch the data-gathering phase of the Central Indiana Nonprofit Salary Survey. We will send 600 survey links and reminder postcards to engage nonprofit participation from Marion County and surrounding counties, and Madison County. Please encourage your organization to participate and participate early. The sooner we wrap up the information-gathering phase, the sooner the report will be available to participating organizations. The incentive for participation is that you will receive the report no later than July. Nonparticipating organizations will have access to the full report in September on our website. Questions? Please contact [Julie@CharitableAdvisors.com](mailto:Julie@CharitableAdvisors.com).

*Thank you to our returning salary survey sponsors - The National Bank of Indianapolis, FirstPerson Advisors and VonLehman CPA.*



## **QUICK TIP**

### **Thinking About Board Language**

There is power in words and how we think about our efforts. I have been contemplating a few intersecting conversations lately about some recurring themes I see with individual clients and in training sessions with broader attendance.

#### **Board "Leaders" versus Board "Members"**

In terms of language, leaders are active and members are passive. Many boards struggle to find people within their group who will initiate and lead. From the initial recruiting of board candidates, look for people who have a history of leading and making things happen. It is wonderful to see the occasional board member grow into a leader, but few nonprofits have the luxury of growing all of their own leaders.



#### **"Standing for your Mission" versus "Sitting" on the Board**

I love how this comparison highlights the downside of what can happen if a board settles into routines or members belong mainly to belong. BoardSource started the "Stand Up for Your Mission" initiative to reinforce the critical role that board members play in representing the organization to the community and to government. [Click HERE to learn more.](#)

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**

### **Major Gifts with T.J. McGovern - Group Consulting**

Last fall, we launched our "Group Consulting" approach to make professional consulting advice affordable and accessible to smaller nonprofits. We partnered with T.J. McGovern to successfully support four nonprofits to refine their message, develop a major gifts plan of action and take their first steps of

implementation.

For only \$795, you participate in three working sessions with a handful of nonprofit staff from other organizations. Instead of just being more knowledgeable about the subject matter, you will begin implementation of your plan during the consulting sessions. [Click HERE to learn more.](#)

**Create a Donor Engagement Tool to Launch Your Major Gift Effort** is a three-part series that starts on Friday, March 9 from 9:00 - 11:30 a.m. at Charitable Advisors' new offices (8604 N. Allisonville Road, Suite #115). The other two session times and days will be scheduled based on participants' schedules. Cost is only \$795 for all three sessions and includes one-to-one check-ins between sessions.

**As an outcome of these sessions, you will walk away with an engagement tool and funding plan to fund your organization's vision.**

- You will clarify your organization's reason for existence, identify major buckets of philanthropic opportunity to create a strong funding rationale that acts as a blueprint to accomplish your mission and fund your vision.
- You will have a simple visual presentation tool to support the dialogue on actual visits with a qualified prospect at the end of the session.
- You will complete a 1,000-day fundraising plan to put your efforts in motion.



T.J. McGovern

[Read testimonials from the fall session and register HERE.](#)

Still have questions? Feel free to contact T.J. at 317-588-6110 or [tj@mcgimpact.com](mailto:tj@mcgimpact.com).



## YOUR READING LIST

### **The Blue Sweater: Bridging the Gap Between Rich and Poor in an Interconnected World**

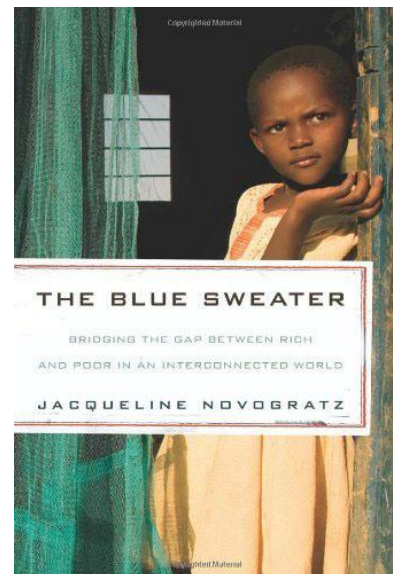
*by Jacqueline Novogratz (2009)*

Based on recent reviews, I have just added this book to my reading list. While Charitable Advisors doesn't work internationally, I think we can learn from how philanthropy and nonprofits work in developing countries and different cultures.

Jacqueline Novogratz is the founder and CEO of Acumen, an organization that seeks to solve the toughest issues of poverty. The book is a firsthand account of her journey from an international banker to a social entrepreneur and founder of Acumen. "Solutions to poverty must be driven by discipline, accountability, and market-strength, not easy sentimentality. It is about building solutions from the perspective of the poor people themselves rather than imposing grand theories and plans upon them."

*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](#)

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*



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