



LIFT YOU HIGHER

LAKWENA

# The Joy and Privilege of Nonprofit Leadership



Joan Garry. Center for Healthy Nonprofits. Tucson AZ 1/23

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Nonprofit sector needs a publicist

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Board and staff leaders have important jobs

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You can have an engaged board

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An intentional ride to a thriving nonprofit

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Our sector is a movement

So easy to  
inspire you.....

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This is Charlie Bucket. He is  
holding Willie Wonka's Golden  
Ticket.

So are you.



So easy to  
inspire you....

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This is Dorothy. She is wearing  
the Ruby Slippers.

So are you.



**I get it.**

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I came to change the world, not  
do performance reviews

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No \$\$ to bring on qualified staff

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I can't find board members

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What do you mean you don't fund  
gen op expenses?

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Raise your hand if you have  
time for program metrics

I really get it.



# Time to Change Your Mindset



# HOW CAN THIS BE?

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## YOU HAVE THE HARDEST JOBS

- Do I really need to add anything here?

## THE SECTOR IS DEFINED BY WHAT IT IS NOT

- NON profit
- And why profit and not impact

## THE SECTOR SELLS ITSELF SHORT

- The sector needs a publicist...

# The nonprofit sector needs a publicist

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And the work starts with each of you

**It all starts with  
how  
you recruit  
your board  
and staff**

Get the right people on the  
bus and in the right seat.

James C. Collins

# Time to market the sector well & share all that it brings to all of us and to the world



AN  
OPPORTUNITY  
TO FIND  
MEANING  
&  
PURPOSE



SOLVES  
PROBLEMS  
GOVT CAN'T &  
SHOULDN'T  
SOLVE



URNS TOWNS INTO  
COMMUNITIES  
&  
PEOPLE INTO  
NEIGHBORS

**My board is not engaged**

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# Why are so many boards disengaged

Note: “We” = staff and board leadership



**#1 Answer:**  
**We forget to tell board  
members they have really  
important jobs.**

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Actually we don't forget.

We are worried that if they *really* knew they would say NO.....

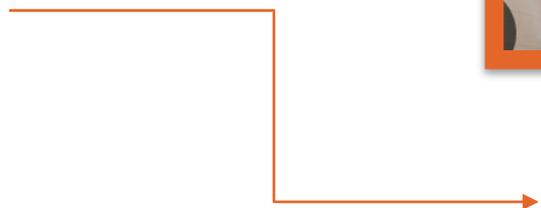


The single  
most  
important  
indicator of  
a thriving  
nonprofit





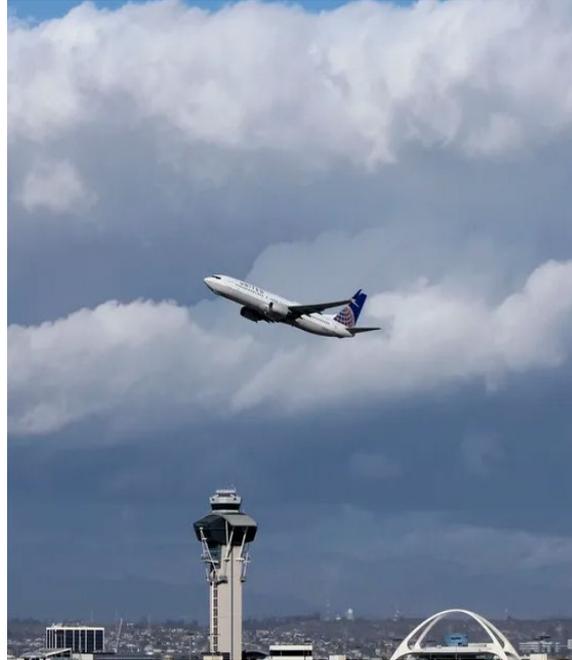
**BOARD AS WATCHDOG**



**THOUGHT PARTNERSHIP**



**FIDUCIARY**  
Risk Management



**STRATEGIC**  
Problem Solving



**GENERATIVE**  
Imagine what is possible



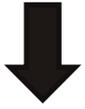
# Higher Altitude Advice

- 01 RAISE YOUR GAZE
- 02 BE A FIVE STAR STORYTELLER
- 03 VALUE PARTNERSHIPS
- 04 MAKE EVERY DONOR DOLLAR COUNT
- 05 INVEST IN SUSTAINABILITY

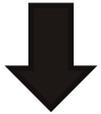
# The Engagement Recipe

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Inform



Engage

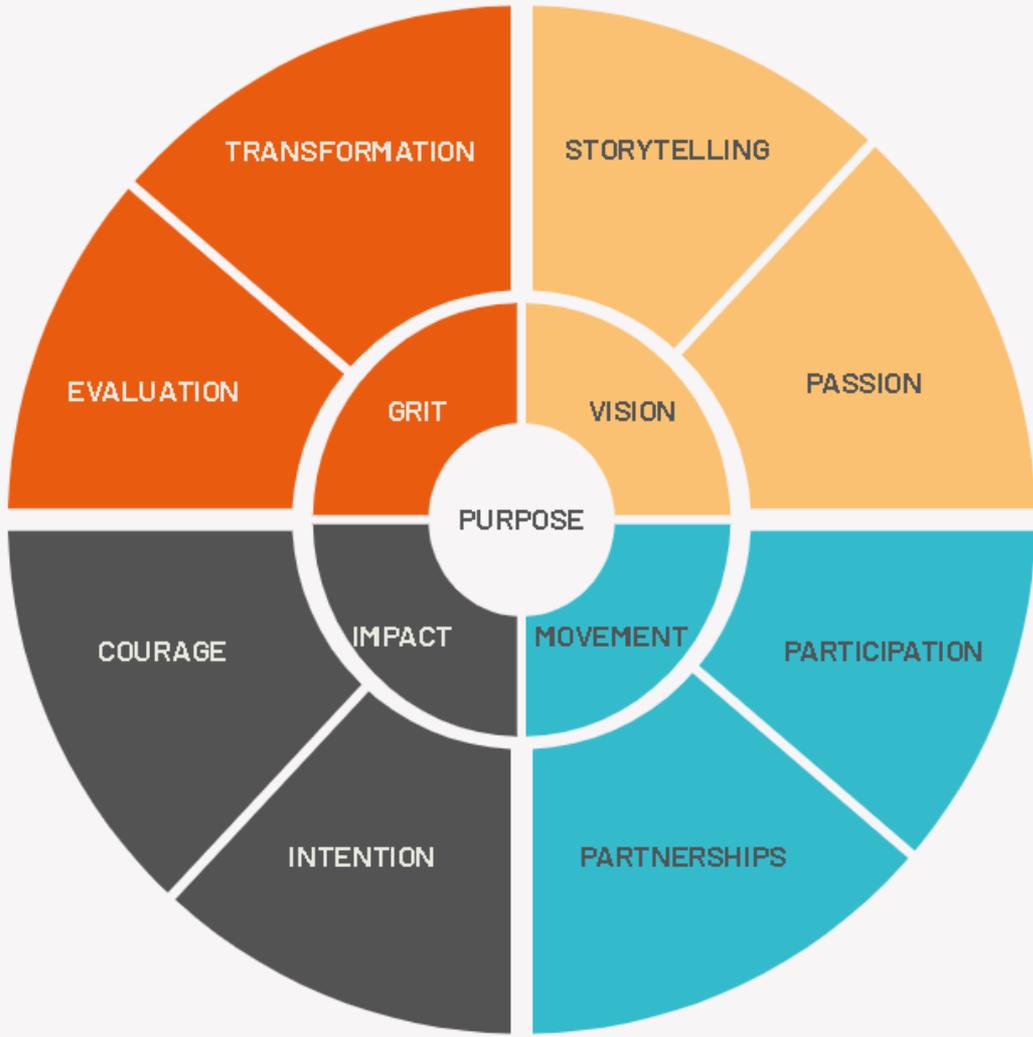


Enrich



Ignite!!!!





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## The Intentional Ride To A Thriving Nonprofit



nonprofit  
**LEADERSHIP LAB**

*Because the World is Counting on Us.*

Best online membership site with content and community for board and staff leaders of smaller nonprofits.

Affordable because consultants and coaches don't make the budget for you.

- Board and staff together
- Warm, supportive community
- Member driven
- Lots of me
- Lots of awesome guest experts
- Authenticity and humor





**Heather Warfel** Village!!! At my second ever "ask" meeting TODAY my colleague and I secured a \$15,000 sponsorship for our fundraiser!! This will cover costs so we can count on all ticket sales as income. This is the largest ever donation for our relatively young org, which I only took over for this year and want desperately to do right by. While I didn't get to finish the \$bootcamp, I was able to sort through the classes and videos for the tips I needed, and even practice live with Laura-I'm so grateful!!! Like, tears in my eyes grateful!

Like · Reply · 2w



**Tomik Dash** 07:42 PM

I'm a founder. I have a board of 3 ppl. My goal is to move to ED and find a great board chair. The masterclasses are so organized and much more helpful than the piecemeal info that I've put together before joining NPL. I feel confident to go forward and know the relationship I should have w the future board chair, running meetings, and having less grey area than when I came into this service. It's all been incredibly helpful.



**Michele Lamont** Juda Morning, **Trevor!** This is a big win. I am on vacation this week. Last year, I worked approximately 20 hours during said vacation. This year, I have worked about 2 and a half.

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**Here's to a more beautiful world**

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