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Annual Conference
and Exhibition

MAY 28-30, 2014
BALLY'S PARK PLACE
ATLANTIC CITY, NEW JERSEY

LeadingAge™
New Jersey
On mission, serving New Jersey's seniors

Best Practices of the Best Organizations
May 30, 2014

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- The information contained in this presentation has been prepared by the presenters and is not the opinion or position of Sobel & Co., LLC.
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Objectives



Nonprofit Organizations require:

- Collaboration
- Additional funds
- Nontraditional revenue streams
- Resource sharing

Best Practices

Our goal for this morning:

- Share ideas from leading organizations regarding all aspects of management – including marketing and branding, board recruiting and development, finances and operations and staff training and other human resource issues.

Best Practices

It all starts with your mission and vision

- a) Clearly defined mission
- b) Leadership with a passion
- c) Staff that is rewarded and loyal
- d) Volunteers and donors who are committed
- e) A strong name in the community
- f) Financial stability
- g) Smooth operations including service offerings and program delivery

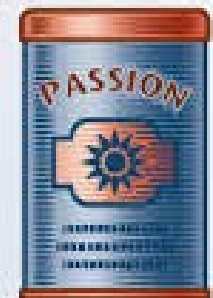


Best Practices

Leadership with a passion gives you a competitive edge

- a) Passion matters because it is contagious
- b) It sustains and promotes growth
- c) It helps attract strong board members

“ When we are passionate about a cause it is palpable to those around us and will encourage and excite those around us to feel the same. ”



(secret ingredient)

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Best Practices

Human resources

- a) Acknowledge that salary and benefits might be inadequate
- b) Keep staff loyal through continuous recognition and reward
- c) Show them the value they add – make sure they understand their contribution
- d) Automate when possible



Best Practices

Recruit and retain great volunteers and donors

- a) People want to support a group that has impact
- b) People want to work with people they trust
- c) People are drawn to passion and energy
- d) Volunteers want to work on projects, not committees;
help with limited tasks not attend endless meetings
- e) Trustees need to be cultivated for the value they add.
Who do you want? How do you identify prospects? Do they know what you expect of them?
- f) Trustees need a structured process for on-boarding; act as if this is a corporate board!

Best Practices



Know when to pull the plug on programs and services

- a) Assess ongoing value – are you addressing the needs of your constituents?
- b) Do you know the trends taking place
- c) Can you partner with another organization offering similar services?
- d) If this service goes away, who will serve the clients?

Best Practices

Marketing and Branding

Keep everyone focused on your organization by telling a compelling story; keep in touch regularly



- a) Use your website
- b) Use social media to show you are a thought leader
- c) Publish testimonials and success stories
- d) Prepare an annual report – show your worth
- e) Email interesting information, facts, data and evolving trends

Best Practices

Marketing and Branding

- g) Board members must be advocates and champions
- f) Have small group meetings, offer tours, make a personal connection
- g) Thank everyone all the time; write notes, include on y our website and in events programs, make phone calls. Being appreciative goes a long way.
- h) Talk to the local press. Show what an economic impact you are having on the community; measure what you do.

Best Practices

Finances

- a) Understand your overhead expenses
- b) Understand what programs and services really cost
- c) Follow a budget
- d) Review financial statements every month; know the realistic financial picture they portray; ask questions
- e) Have a good handle on your cash flow – what's coming in and what's going out?
- f) Do you have reserve funds?



Best Practices

Finances

- g) Who is responsible for generating revenue in your organization? Who contributes?
- I. Executive Director
 - II. Director of Development
 - III. Consultant
 - IV. Board Members
 - V. Members

Best Practices

Finances

h) What are the various tools you use – when did you last review them?

- I. Golf outing
- II. Luncheon
- III. Evening Gala
- IV. Race/Walk
- V. Capital Campaign
- VI. Others?

Best Practices

Conclusion

Best practices are not difficult to define but they are hard to embrace. Good ideas for leading organizations are endless, but investing the resources needed to accomplish your goals and to ensure a smooth, seamless and efficient organization is challenging.

Follow the guidelines to improve your experience as a leading organization.

