

# LeadTime

The Newsletter of the Long Island Center for Nonprofit Leadership at Adelphi University

December 2009 - Volume 1, Issue 2

## In This Issue

[Marketing and Communication](#)

[Board Meetings](#)

[Nonprofit Blogs](#)

[Fundraising](#)

[A Good Download](#)

[A Little Something Extra](#)

[Next Issue Preview](#)

## Upcoming Center Events

***The Issues Forums for  
Nonprofit Executive  
Directors/CEOs***

***The Board Chair and  
Executive Director  
Partnership:  
It's All About The  
Relationship!***

[Visit our website to learn  
more.](#)

[Join Our Mailing List!](#)

Joining our mailing list is a great way to keep up-to-date on our latest programs and services for Long Island's nonprofit sector.

## Welcome

Welcome to the December 2009 edition of *LeadTime*. We hope that you'll find the content interesting, useful and dare I say - enjoyable. If you do, please feel free to share *LeadTime* with your colleagues by using the convenient, "Forward to a Friend" link. We're also archiving our past issues (hey, we now have more than one!) on our website, [Long Island Center for Nonprofit Leadership](#)

We'll be back in January 2010 with our third edition of *LeadTime*. Until then. . .

Happy Holidays and Best Wishes for the New Year,

*Ann Marie Thigpen, Director*



## Marketing and Communication

Pro bono. Are there any more delightful words in the nonprofit world? Here's what could be a match made in heaven. If you need pro bono design and marketing help with websites, posters, brochures, there is a place to go. [Design for Non Profits](#), a group of Graphic Design and Marketing volunteers, provides pro bono services to non profit organizations. They reach out to recently graduated students as well as some industry professionals who could benefit from project experience.

And while we're on the subject of design and marketing, is your tagline getting you down? Maybe it's time to come up with a new one. If so, it might be worth your while to see what's out there. Always good to check out the other organizations who do what you do. So where do you go? May be hard to believe but there is actually a nonprofit tagline contest. Check out the winners...losers, too....and see how they deal with taglines at [Getting Attention](#). While you're there, you can also download the 2009 Getting Attention Tagline Report for free. It's a great resource for helping your organization get the attention it deserves. [Click here for the download.](#)

## Bored. . .Oops, Board Meetings

A board meeting is often another way of saying history class: hearing about what's already happened. Sure some reporting about old stuff needs to be there but usually not nearly as much as most people think. Boomers who have been on the board forever are usually patient and nod appropriately. New board members try to act interested but may be thinking, "What have I gotten myself into?" And those fresh, young board members that every organization wants, probably wouldn't last through the first report on the fundraiser before under the table texting begins.



Feel a Macauley Culkin "Home Alone" face coming on? Decide to do something about those boring board meetings. Work with the Board Chair and orchestrate your meetings to make them productive and lively. Incorporate a little bit of discussion with some decision making, educate but get a new face to deliver the info, and finish with a provocative question. But always reward board members with a meeting that's interesting, enjoyable and maybe even inspirational. Make board members look forward to the next meeting. Here are some ideas:

- Develop an agenda that has a purpose, action and time limit for each item. Is the agenda item informational, educational? Does it require a discussion, a decision, a vote? Let the red flags fly when EVERYTHING is informational. If this happens frequently, consider a [consent agenda](#).
- Include a provocative question at the end of an occasional board meeting. Ask the board to consider "Whose money would we refuse?" Perhaps you might want to focus on the role of the individual board member: "What is the one quality/skill that you bring to this board that's unique?" "What would your board be like if you had never been a member?" Or, even more daring, "if this board was abducted by aliens, would the organization notice the board was gone?" More telling, "would anyone pay to get us back?"
- Evaluate your meetings periodically, anonymously of course: What was the best part of the meeting? What would you change about the way our board meetings are run?
- Have a big picture discussion, especially if you're thinking about embarking on a strategic plan. From Richard Chait: What do you hope will be most strikingly different about this organization in five years?
- Use BoardSource's Silent Start: Take a few minutes at the beginning of the board meeting to have each board member write (anonymously) the most important questions that the board and management should address. Read and tally to identify crucial issues.
- Honor board members' time. Begin and end on time. Ask a board member to be the timekeeper.
- Appoint a devil's advocate if your board tends to always agree...you know, those "yes" boards.
- Be sure that every board member says something. The board chair should take the lead here.

More next *LeadTime*.

## Nonprofit Blogs

For those of you who enjoy the blogosphere, thought we'd offer a few that we think are worthwhile:

1. [Board Life Matters](#) A new blog for board members that deals with real board members' issues, such as how board service can boost your visibility in the professional world, what challenges first time board members face, and where is the right board for me. Hosted by BoardSource. So far, it's not a promo for their services; let's hope it stays that way.
2. [The Accidental Marketer](#) Practical advice for the nonprofit professional who practices marketing "without a license." Lead piece on November 2, 2009: What Bruce Springsteen Can Teach You.

3. [The Nonprofit Ethicist](#) hosted by the *Nonprofit Quarterly*, is a chance to discuss ethical issues faced daily in human service organizations.
4. [Beth's Blog: How Nonprofits Can Use Social Media](#) Tips for social network fundraising.
5. [Don Griesmann's Nonprofit Blog](#) A to Z topics for nonprofit and nongovernmental organizations and leaders.
6. [Enough](#) Interesting commentary on money, fundraising, power and wealth redistribution and building sustainable grassroots movements.
7. [Katya's Nonprofit Marketing Blog](#) How to apply corporate strategies to sell nonprofit causes.
8. [Kivi's Nonprofit Communications Blog](#) "Do-It-Yourself" nonprofit marketing and communications lessons.

If there are blogs you especially like, email us and we'll share with the group!

## Fundraising



[25 Steps to Fall & Holiday Fundraising Success](#) is filled with good, practical information. For example, #2 under "Step 7: Make Sure Your Home Page is Stellar" says that your organization needs a brief statement that sums up who your organization is and what it does so someone gets you immediately. This is NOT your mission statement. Put that under the About Us section. This sound bite should differentiate you from everyone else!

## A Good Download

The James Irvine Foundation funded a report on [Convergence: How Five Trends Will Reshape the Social Sector](#). The report just doesn't identify five key trends that will transform the future of nonprofits but suggests ways to navigate and succeed. Be sure to read the last two sections on Key Competencies for Nonprofits of the Future and Charting the Journey Ahead.

## A Little Something Extra From Us to You . . .

**Man Push Cart...**our two-line movie review:

No explosions. No sexy scenes. Just a beautifully shot, compelling look at one man's life as he makes his living with his food cart in New York City.

**Holiday Movie Picks:** The 1980s were hardly a stellar decade, but 1983 and 1989 delivered two of our favorite holiday films: *A Christmas Story* (on 24/7 during the season and required holiday viewing in our home) and *National Lampoon's Christmas Vacation* (Chevy et al at their slapstick best).

**Our Holiday Gift:**

Just in case you've never visited the Gubbio Room at the Metropolitan Museum of Art...go straight there do not pass Go and do not collect \$200. The Gubbio Room is a 15th century treasure tucked away on the Met's first floor and is easy to miss. I first heard about it when I was visiting Gubbio, Italy and spoke with some town folk. When I said I was from New York, they chided me for taking their room. When I returned, I headed to the Met to see for myself. 'Tis a little bit of wonder amongst a myriad of wonders.



*Happy Holidays!*

# Up Next in LeadTime

- Productive Meetings
- Book Reviews

## [Forward email](#)

### **SafeUnsubscribe®**

This email was sent to schiavone@adelphi.edu by [cpapandrew@adelphi.edu](mailto:cpapandrew@adelphi.edu).  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



The Long Island Center for Nonprofit Leadership | Adelphi University School of Social Work | 1 South Avenue | Garden City | NY | 11563