

# LeadTime

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

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## A Good Link

[www.techsoup.org](http://www.techsoup.org) a premier technology website for nonprofits. If you haven't explored their guide to Microsoft donations, be sure to investigate.

## Upcoming Center Events

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

***Economics Against Abuse Training***

***It's All About The Relationship!***

[Visit The Long Island Center for Nonprofit Leadership for details](#)

## Welcome

Just what you needed, right? Another e-communication. Well, there's no denying it; that's what LeadTime is.

But it's an e-communication just for you! From Montauk to Manhasset, Orient to Oceanside, Long Island's nonprofit executives like you have limited time to sift through all the stuff out there that just might make your jobs easier, more efficient and sometimes more fun.



LeadTime reviews the best ideas, information, and opportunities from the nonprofit world for you to use in your own work, and with your staff and board. We will separate the wheat from the chaff. . . and will always add a little something extra from us to you.

- Ann Marie Thigpen  
Director

## Leadership Matters

In case you haven't checked it out, be sure to read the "Corner Office," a regular feature in the Business Section of the Sunday *New York Times*.



These short interviews with leaders in the business world often offer interesting and worthwhile observations. One leader talks about hiring and says you have to meet someone three times and one of them

better be over a meal. Another leader discusses measurement:

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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.

"We measure where we're succeeding, and where that happens, we celebrate. We also measure where we're not succeeding, and where that happens... we find out why and fix it." One leader describes how he lives by his BlackBerry but makes it a point to turn it off on Friday night and not turn it on again until Sunday. He says it's important to separate from the organization. Anybody who needs him knows how to reach him in a crisis. Another reason he turns it off is because when things come in, if he responds, some people in the organization might see that he responded on Saturday morning at 8 a.m. and might feel compelled to respond immediately. He says he wants people to have a life.

Am waiting for a nonprofit leader to be interviewed, but until then, visit: [New York Times Corner Office](#)

## Fundraising

The October 1st issue of the *Chronicle of Philanthropy* suggests key points to keep in mind as you begin year-end appeals:

- Now is not the time to whine. Emphasize the good that a gift achieves not the bad that will happen.
- Be concrete and don't rely on your reputation.
- Focus on people who did not give in 2008. Donors are hard to get back after two years of not giving.
- Keep fundraising events from becoming too elaborate. Do an accurate and realistic cost analysis of each event, which means counting volunteer hours and assigning a dollar amount for time. Focus on those events that deliver the most bang for the buck and eliminate others.
- Be as gracious when donors say No as when they say Yes.

## Boards of Directors

This list we like. No, it's not roles and responsibilities for board members. Instead, it's from Kim Klein (a featured presenter/speaker at the [Center's June 2009 Summit](#) and our candidate for nonprofit national treasure). From *Fundraising for the Long Haul*, Kim's list (with a few tweaks from us) addresses how to have a board that works:

1. Choose board members with the same care you use in choosing staff.
2. Institute a yearly board evaluation process.
3. Maintain flexibility, but don't confuse this with double standards.
4. Agree on how meetings are run.
5. Make sure everyone knows ahead of time what will be covered at each meeting, what the board is supposed to do with each item, and has the chance to come prepared.
6. Give board members a number of ways to be involved in fundraising besides asking someone for money. But make sure that everyone is involved.
7. Use board members' time wisely.
8. Structure in detail the work you want from board members with deadlines.
9. Make sure that board members have the tools and skills to do what you want.
10. Make being on the board interesting and occasionally fun.

## Marketing

Yesterday's Message: Early childhood education helps reduce remedial education.

Today's Message: Let's protect our investment. Early childhood education is one of North Carolina's best earning stocks.

This was the message in a short, good piece on "Re-tooling your marketing pitch for the recession" from [Philanthropy Journal](#). It's all about ROI, return on investment.

Also, Long Island's Island Harvest was lucky enough to have the LIA's Pearl Kamer analyze their business model to end hunger and reduce food waste. The economic analysis is a marketer's dream as the information provides the basis for a powerful marketing campaign. See what Kamer did in her analysis and, though we all hardly have the tools that Kamer has, we can see how she looked at the organization and perhaps apply some of that approach to our organizations.

[Click here to view a full copy of Pearl Kamer's report.](#)

## Leadership Development . . . Or Not

Are you among the ranks who would like to move up the leadership ladder but are clueless how to do it? The featured article from [Bridgestar](#), *How To Develop Yourself as a Nonprofit Leader*, might provide some inspiration.

And if you're thinking about getting off the ladder, read Tim Wolfred's *Six Ways to Know If It's Time to Leave* at [Blue Avocado](#).

## Communication

Our favorite nonprofit communication site is [agoodmanonline](#). Be sure to take their "Eye Q" that guides the non-designer through assessing a website. And you really learn how to read and evaluate a website. Then, of course, try to apply this newfound knowledge to your organizations' site.

Also, Andy Goodman (the good man online) wrote several of the best pieces on communication for nonprofits that we have seen....On his website, at Downloads and Resources, they're FREE: Why Bad Presentations Happen to Good Causes and Why Bad Ads Happen to Good Causes.



Subscribe to Goodman's Free Range Thinking; entertaining and practical!

## And a Little Something Extra From Us to You . . . .



Here's an App for your mouth not for your iPhone.  
My sister's amazing appetizer:

### Ingredients:

- 1 each of red, yellow (or orange), and green peppers (seeded and stem removed) diced
- Small "log" or "round of goat cheese" at room temp
- 3 to 5 large garlic cloves thinly sliced (in our family, more is better)
- 1/4c to 1/2c of pine nuts
- Fresh rosemary

- 3T extra-virgin olive oil
- 1/4t - 1/2t red pepper flakes (depending how hot you like it)
- Salt and pepper to taste
- French baguette (thinly sliced)

**The easy process:**

1. Sauté diced peppers in 1T of olive oil until soft.
2. Add 2T olive oil, sliced garlic, pine nuts, s/p, red pepper flakes, and a hand full of fresh rosemary (crush rosemary in hand or chop before adding to get more flavor).
3. Mix all ingredients for a few minutes and pour mixture over goat cheese.
4. Serve with bread slices.

Mangia. 'Til next time . . .

**In the next issue of LeadTime . . .**

- Worthwhile ideas to energize board meetings.
- Taglines and Branding
- Good nonprofit blogs

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