

Center for Nonprofit Leadership Newsletter

June, 2016

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Upcoming Events

FREE Center Webinar Watch

Year-End Campaigns: Strategies That Work

Please join us for a group webinar watch, **Year-End Campaigns: Strategies That Work**, from the *Chronicle of Philanthropy*. Nonprofits raise up to 40 percent of yearly donations during the holiday fundraising season. This webinar promises fresh ideas for



Open and transparent organizational cultures strengthen the ability of nonprofits to interpret and adapt to change and to make the most of new ideas and resources available in their organizations, networks, and communities. Peter Drucker's words continue to ring true: "culture eats strategy for breakfast." This LeadTime offers articles, resources and innovative strategies to help nonprofits develop a healthy organizational culture for greater impact. Also, take time this month to review the Center's services, tools and resources on our website. Let us know how we can help.

[Send us an email](#)

[Visit our website](#)

Why Designing Your Nonprofit Culture is Do or Die

A healthy organizational culture requires constant care, intentionality and commitment. In a way, creating a healthy culture is a lot like tending a garden: how you care for the garden itself affects the quality of your produce. Likewise, your culture determines the extent to which you can make an impact. A recent article at *Nonprofit Hub* discusses the following three parts of a healthy nonprofit culture:

- Shared Values
- Mission and Vision
- Value of People

To read this article, [click here](#)

year-end campaigns, examples of approaches that worked at other nonprofits, tips for integrating direct-mail and online giving, and share strategies to help you plan a strong campaign.

Date: July 21, 2016

Time: 2:00-3:30pm

Where: Center for Recreation & Sports, Campbell Lounge, Room 1

If you would like to attend, please email Diane Wunderlich at dwunderlich@adelpsi.edu



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How a Bad Ethical Culture Can Doom a Good Nonprofit

Nonprofit culture is not a "soft" component of an organization; it is the final word, the informer of action or inaction. When it is not given the right amount of attention, a negative culture can lead to doubt and suspicion by enabling laxness, dishonesty and a lack of accountability. In the worst of situations, a bad ethical culture leads to a secrecy and organizational self-deception. A recent article in the *Nonprofit Quarterly* discusses the closing of the Healing Arts Initiative (HAI), a New York City nonprofit, and how a bad ethical culture led to its demise.

To read more, [click here](#)

How Important is Culture to Your Nonprofit Board?

The best and most productive boards have cultures that foster inclusiveness, accountability, trust, and open and honest discussion. The most effective boards have leaders that truly believe mission, vision and values are critical to achieving long-term success. In this article Diana Kern, Vice President of Programs at NEW: *Solutions for Nonprofits*, discusses the following "Top Four Considerations about Nonprofit Board Culture:"

- Board chair does make a difference
- Officers together own culture
- Board puts culture into action
- Board needs to communicate the culture

To read this article, [click here](#)

18 Questions about Board Culture

A board culture that discourages dissent, degrades trust, or limits certain voices can lead to a board that makes poor decisions. A "culture of inquiry," on the other hand, promotes thoughtful decision making, even when the decisions are tough ones. *BoardSource* offers a downloadable resource to help boards examine their culture by asking 18 questions, covering topics such as:

- conversations at board meetings
- relationships between board members
- decision-making processes

To download, [click here](#)

What's Happening at the Center

Board Governance Panel

Center Director Ann Marie Thigpen moderated a recent panel on board governance with winners of the New York Community Trust Nonprofit Excellence Awards. The panel discussion was part of a workshop dedicated to informing nonprofit leaders about strategies that work to achieve management excellence in the area of strong board-management partnership.

Leading in Community

Applications are now being accepted for Leading in Community, an eight-month program to broaden and strengthen leadership for people of color in Long Island's nonprofits and communities. Participants will receive a Certificate in Organizational and Community Leadership from *Adelphi University*. LIC applications are due August 26, 2016. The program begins in November 2016 and ends June 2017.

To learn more about LIC and apply, [click here](#)

Getting to What Matters: How to Design and Develop Evaluation



Every nonprofit program needs evaluation that is meaningful and engaging. Exceptional evaluation not only proves the value of the program to stakeholders, but also improves the program effect among those it is intended to serve. On June

22, the Center hosted a workshop to help nonprofits design and develop effective program evaluation presented by author and [Steve Patty](#), Ph.D.