

# Center for Nonprofit Leadership Newsletter

November, 2015

## In This Issue

[Stop Measuring Activities and Start Measuring Outcomes](#)

[The Measuring Outcomes Guidebook](#)

[Leaders Can Make a Measurable Difference](#)

[Strategic Planning: Measure, Monitor and Report](#)

[Get on Board](#)

## Upcoming Events

### FREE Center Webinar Watch

"Which Nonprofits Metrics Matter the Most" from Salsa Labs.

This webinar will explain how to use your data to better target donors, launch new initiatives, show impact, and repeat successes.

Date: December 10  
Time: 2:00-3:00pm  
Adelphi University,  
Garden City, Social  
Work, Room 302

If you're a nonprofit executive interested in attending, please email Diane Wunderlich at



Many nonprofit organizations measure performance by metrics such as dollars raised, membership growth, number of visitors, people served, and overhead costs. These metrics are certainly important, but they don't measure the real success of an organization towards achieving its mission and ultimately impact. This LeadTime offers articles, resources and innovative strategies to help nonprofits measure individual, organizational and social outcomes for greater impact.

## Stop Measuring Activities and Start Measuring Outcomes

Measuring outcomes is a way for nonprofits to demonstrate their value to the community, to stakeholders, and to funders. Outcomes are the results that show the change that the organization is able to affect through their programs and services. Nonprofit organizations can demonstrate their value in the following three ways: outcomes for individuals; outcomes for the organization (more collaborations and partnerships); and systemic outcomes (changed policies).

To read more, [click here](#)

## The Measuring Outcomes Guidebook

The Measuring Outcomes Guidebook is a helpful tool for organizations interested in learning more about implementing or improving its procedures for measuring outcomes. The guidebook, originally developed by the *National Resource Center*, will help your organization to determine which activities to continue and build upon and which you may need to change in order to improve the effectiveness of your program and services.



[dwunderlich@adelphi.edu](mailto:dwunderlich@adelphi.edu)

## Tomorrow's Nonprofit Sector: 2016 and Beyond

Targeted specifically towards managers and executive leaders, this webinar will discuss the implications of the "gig economy", automation, and living wage battles for the social sector. This webinar will also be of interest to individuals concerned about their own career paths as well as leaders involved with organizational change and planning processes.

Date: December 8  
Time: 2:00 - 3:00pm

To register, [click here](#)



### Quick Links

[Register Now](#)  
[News](#)  
[More About Us](#)

To download the Measuring Outcomes Guidebook, [click here](#)

## Leaders Can Make a Measurable Difference

An organization's investment in leadership development is one of the clearest paths to impact. Still, many nonprofits underinvest in leaders and are unclear about what return they should expect from their investment. A 2011 *Foundation Center* study reported annual foundation support for leadership development was only 1 percent of all foundation giving-or just \$29 per employee, per year. A recent *Bridgespan* article discusses ways to invest wisely in leadership development and how to measure the results.

To read, [click here](#)

## Strategic Planning: Measure, Monitor and Report

No matter how rewarding a planning process is in engaging your board and stakeholders, and no matter how promising the goals and objectives of your plan, strategic planning cannot be successful unless it drives measurable action. A bit of wisdom from the business world is that we manage what we measure. Slides from a 2013 *4Good* webinar are available online that look at selecting what to measure actions resulting from a strategic plan and how to use, track and report the data.

To view slides for this webinar, [click here](#)

## Get on Board

Is your Long Island nonprofit organization looking for candidates to serve on the boards? Check out the Center's free board recruitment and matching service, **Get on Board**. The service connects nonprofit boards with individuals seeking an opportunity to serve. This year the Center connected potential board members to organizations such as the *Child Care Council of Nassau*, *STRONG Youth* and *Tender Touch for All*, to name a few. The newest connection is Andrew Persaud, who has been elected to the Board of Trustees of the *Heckscher Museum of Art*. Congratulations!

To learn more about **Get On Board** and submit an organizational application, [click here](#)