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Upcoming Events

- March 2nd
CCS Webinar on Text Giving Donor Survey Report
 The Community Counseling Service is putting on a webinar regarding their collaborative report on text donation (more info in main article to the right). Register [here](#).
- March 8th/9th
Economics Against Abuse Training
 For people working against domestic violence, this is an invaluable training on how to help liberate victims through financial literacy. Sponsored by Allstate Foundation. To register email Diane at dwunderlich@adelphi.edu or call (516) 877-4415.
- March 15th
Exec. Director Round Table
 Come explore new ideas, receive feedback, and get support from this network of colleagues. Register [here](#).
- March 11th
Women in Government
 A panel event with women holding government offices talking about their experiences. More info and pre-register [here](#).



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Join Our Mailing List!

Welcome to LeadTime! We've been on hiatus for a while, but are back to provide you with a breadth of relevant non-profit information just in time for Spring.

It's Time To Text



It's no secret that texting has become one of today's primary forms of communication. But for whatever misconceptions, many nonprofits have not taken advantage of the donation-by-text method of fundraising. The Text Giving Donor Survey Report released by mGive Foundation and CCS reveals valuable information about the demographics, preferences, and habits of text givers. The report is filled with graphically pleasing, nugget findings, which can be used to create a more balanced fundraising campaign for any nonprofit. For example, the majority said a text donation would not exclude further donation through other mediums; they also said \$25 is the maximum they would send via text, and that email is the most common call to action prompting a donation by text.

This is a great resource, to check out the full report, click [here](#).

Also, consider registering [here](#) for the accompanying webinar March 2nd at 1pm EST

Wanting to Jump Ship?



With a less-than-ideal economy, boards can be tempted to abandon insolvent nonprofits as what seems like the less costly option. However, as one Tennessee nonprofit board discovered the hard way, the long term costs may outweigh the immediate "out-of-your hair" benefits. Lingering legal responsibility, financial ramifications, and the liability insurance forfeited upon resignation should all deter a board from jumping ship during nonprofit dissolution. The safest bet? See it through.

[Click here](#) to read more.

Prioritizing Marketing



Marketing is an all-too-often neglected activity in the nonprofit sector, largely due to the misunderstandings that accompany it. Karen F.A. Fox from the Learner Resource Center addresses some important questions about non-profit marketing, gives tips on structure and roles, and shows how proper marketing can affect better decision-making and identify potential clients. This Q/A style article answers real questions and concerns posed by nonprofit workers.

[Click here](#) to read more.

What People are Saying about Learning to Lead...

This September we will be starting our second Learning to Lead certificate program, a six-month course for up-and-coming nonprofit leaders. Here's what some of our current participants have to say about their experience:

"I never thought I'd say this, but this program has been transformational for me."

"To be in charge of a small non-profit can be very scary...this program is a great support system and I feel lucky to be able to attend. Thank you.

"I am so much more aware of how I relate to the people I work with, and how to approach them."

Click the image below for more information:



How to Ensure Financial Accountability



Having undefined financial roles is the downfall of many businesses and NPO's, so when it comes to keeping financial accountability, developing an explicit agreement between boards and staff is key. This is especially the case in regards to Tax and Legal responsibilities, Accounting, Cash Flow Projections, and Budgeting. Blue Avocado provides some excellent templates to help you develop your own agreement, which can be used when executives discuss accountability with the finance staff.

[Click here](#) to read more.