

Center for Nonprofit Leadership Newsletter

April, 2016

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Upcoming Events

FREE Center Webinar Watch

Please join us for a group webinar watch in May, *Successful Volunteer Engagement*. Join us to learn eight proven ways to engage volunteers and examine in depth four ways nonprofits have put those techniques to work.

Date: May 24

Time: 2:00-3:00pm

Adelphi University,
Garden City, Social Work,
Room 302

If you're a nonprofit executive interested in



Digital media has changed the way nonprofits achieve effective communications. It is more important than ever that communications are specifically targeted to multiple constituencies and messaging is thoughtful, concise and creative. This LeadTime offers articles, resources and innovative strategies to help nonprofits develop their best communications strategies. 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 at:

centerfornonprofitleadership@adelphi.edu

Visit our website at:

<http://nonprofit.adelphi.edu/>

Donors Bored by Long-Winded Nonprofits

An organization's messaging can drive donors to action or bore them to tears. The data from *Abila's Donor Loyalty Survey* indicates that 72 percent of donors say that organizational content has bearing on their decision of whether or not to donate. The survey indicates that common reasons for not donating were because of content and messages were too vague (35 percent); programming featured did not interest the donor (25 percent); and, dull and boring messaging (24 percent). Also, the survey revealed that donors prefer messaging to be short and sweet.

Diane Wunderlich at
dwunderlich@adelphi.edu

A Webinar to Watch on Your Own

Check out this free webinar from **4Good, Show Me the (Unrestricted) Money!** If you'd like to become less resilient on traditional funding sources, or are worried about the outcome of the next grant request or fundraiser, then this webinar I for you.

Date: May 4
Time: 1:00-2:00pm

To register, [click here](#)

Save the Date!

Getting to What Matters:
How to Design and
Develop Evaluation

The Center will host a workshop presented by author Steve Patty, Ph.D.

Date: June 22
Time: 9:00am to noon

More information to follow.



Quick Links

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

Communications and Changing Power Dynamics

We live in a new era of communication where new tools emerge at a dizzying pace and empower us to see and do more. As a result, we've witnessed a seismic shift in power dynamics. In the *Harvard Business Review*, Henry Timms and Jeremy Heimans write: "Old power works like a currency. It is held by few. It is closed, inaccessible, and leader-driven. It downloads, and it captures. New power operates differently, like a current. It is made by many. It is open, participatory, and peer-driven." Organizations that recognize these changes and factor them into their communications strategy can realize measurable outcomes.

To read more, [click here](#)

Optimize Your Online Communications

Many nonprofits use digital newsletters or emails to communicate regularly with their members or supporters, sharing the latest news, campaign wins and opportunities to get involved. In fact, 61 percent of nonprofits sent monthly e-newsletters in 2014. Unfortunately, many organizations are losing the chance to convert these communications into supporter engagement because their audiences never make it through the email and to the ask. While it's true that the subject line of an email is the hook, what readers see when they open an email determines if they'll bite. For nonprofits, user-friendly newsletters and emails are a must. This article shares tips to help organizations create visually powerful and appealing digital communications.

To read more, [click here](#)

2016 Nonprofit Communications Trends Report

This downloadable report is based on an online survey by *NonprofitMarketingGuide.com* during November 2015. Many nonprofits use this report to compare themselves against what's "normal." Some find comfort in the data. Others use it to start sometimes difficult discussions among staff and leadership about how to improve their communications.

To download and read this report, [click here](#)

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Dashboard for Nonprofits

In this age of data visualization, it's useful to have a few good dashboards in your nonprofit's toolbox! Dashboards can help boards and staff of nonprofits organize and understand large amounts of data. Dashboards can also be shared with donors and grantmakers to help familiarize them with a nonprofit's programs or finances. Some dashboards illustrate performance over time, such as numbers of people served; others offer a snap shot view of a situation, such as the current status of a nonprofit's cash flow. One way nonprofit staff can use dashboards is to monitor a nonprofit's social media influence, or to show board members financial indicators, or to illustrate how much progress has been made towards various goals.

To visit this website, [click here](#)

What's Happening at the Center

Make Your Board the BEST It Can Be in 2016!

Center consultant and Board Coach, Michael Davidson, will be presenting the third session in a series of three Board Training workshops for executives and board members.

The F Words: Fiduciary Oversight and Fundraising - May 26

The fee is \$25 per person per workshop. Have your board consider attend this workshop instead of a board meeting. Please call us at [516-237-8571](tel:516-237-8571) to discuss a suitable fee.

All workshops will be held at Alumni House, Adelphi University, Garden City, NY. Arrival and a light dinner from 6:00 pm to 6:30 pm; program from 6:30 pm to 9:00 pm.

Please email Diane Wunderlich at dwunderlich@adelphi.edu to register or for any questions.

The Center's Executive Search and Transition Service

The Center for Nonprofit Leadership at Adelphi University provides proven executive search and transition services for organizations that are anticipating or experiencing a leadership transition. Our four-part program includes:

- Readyng the organization and transitioning the leader
- Conducting the Search
- Facilitating the hire
- Supporting the new hire

To learn more about how the Center can facilitate your next executive transition, go to:

[http://nonprofit.adelphi.edu/services-for-nonprofits/
executive-transition/](http://nonprofit.adelphi.edu/services-for-nonprofits/executive-transition/)
