

18+ Creative Ways to Show Funders Your Impact

© All rights reserved. No part of this document's contents may be reproduced or disseminated without permission.

Presentation by Sean Kosofsky, MPA
NonProfitFixer.com

Bloomerang -Sept. 12 2024

About Me



- Sean Kosofsky, MPA. “The Nonprofit Fixer”
- 30+ years. Raised millions of dollars for candidates, causes and campaigns
- Executive Director for 5 orgs / + searches
- Wide range of issues, places, (c)3 & political
- Foundations, major donors, corporations



Disclaimer

Just so we're clear...

Thanks for visiting! My class is a resource guide for educational and informational purposes. To write my content, I use my experiences, the experiences of others, and various other resources including but not limited to the internet. That said, my advice doesn't come with any guarantees. By taking my course, you're essentially signing a contract that says that you understand that I make no guarantees, and you won't try to sue me or report me to the Feds!!!! 😊 Because that would suck!

The Nonprofit Fixer offers one-on-one consulting, advice, and recommendations.

Reach out for tailored assistance. Sean@MindTheGapConsulting.org

Let's Get Focused

- Turn off phones, notifications, tabs
- You will get the recording for 6 months and the deck as a PDF
- Questions in the chat and we will have Q&A breaks
- Let me know if I'm too fast
- Based on a blog post bit.ly/METRICS1



Learning Objectives

- How to focus on areas of success you may have been missing
- How to use feedback from your community to help you
- How to think differently about what constitutes “impact”
- How to look across multiple dimensions of your organizations for success stories
- How to stop devaluing some of the incredibly unique work you are doing for the field
- Surprising things that count as assets in the eyes of donors
- How to have more confidence in your body of work!

BONUS: I'll link to some free tools





18+ CREATIVE WAYS **to Show Your** **Impact to Donors**

AN ESSENTIAL TRAINING FOR NONPROFIT LEADERS

WITH NONPROFIT EXPERT

SEAN KOSOFSKY

[NONPROFITFIXER.COM](https://nonprofitfixer.com)



Mindset and Gut Check

Before you can go into any ask, you must be mentally and emotionally prepared.

- How do you tell your story of impact
- Its really about momentum
- You don't always need proof
- Aspirational appeals are powerful
- Funders can think differently when given a chance

Success journal in the ED Toolkit
bit.ly/49ipWP3



18

CREATIVE AND POWERFUL NONPROFIT METRICS *to measure your effectiveness*

Need creative ways to share with donors and funders what you have accomplished? Read these lists to get creative ideas.

1 Mission Achievement

2 Goal Achievement

3 Capital Acquisition

4 Technology

5 Reputation Improvement

6 Media & PR success

7 Talent Acquisition

8 Resilience

9 Information and Data

10 Program Resources

11 Systems & Management

12 Social Proof

13 Continual Improvement

14 Innovation

15 People Power

16 What You've Prevented

17 Scale

18 Dimensional Strategy



nonprofitfixer.com

bit.ly/NPmetrics

MIND THE GAP
CONSULTING

Mission Achievement

- How are you achieving it.
- Look for less obvious measures.
- You'll get clues by asking stakeholders (client population, donors, board members, volunteers, elected officials, etc.) to explain what your work means to them. [Surveys]
 - We may be too close to the work to see the impact.
- Example: You may offer a computer Lab. Users see “community”
- Does your organization build confidence, resilience, and self-reliance?
 - Create a tool to measure that if a great one doesn't exist. No tool? Tell more stories.
- Show the work. Be visual. Be specific. Use emotions.



Goal Achievement

- Strategic plan or not, use goals. They work.
- Setting and reaching goals also shows your organization is strategic.
- Mention if you routinely set and hit goals.
- Is your team/org hitting their goals? This is “momentum.”
- Reaching a fundraising goal is compelling. The number of dollars raised is an output, but how you raised it might have a fascinating outcome or narrative.
 - Did you start raising smaller gifts door-to-door, and now you have a larger base of support?
 - What did you overcome to hit those goals?
 - What did you learn to be better next year?
 - Did you create three new revenue streams?
- [The need to build capacity](#) matters. Don't be shy about it.
- Talk about goals as “surgical,” “strategic,” and “laser-focused”

- Try [SMART goals](#) or better yet, [SMARTIE goals](#).



Capital/ Asset Acquisition

- Office space or even your own building
 - Is it central, and clean, and convenient?
- Office equipment that you lease or own.
 - Owning things gives you more flexibility, cost savings, and more independence.
- The ability of an organization to do things “in-house” allows for faster decisions and faster implementation and may open doors for new work or new partnerships.
- Do you own the intellectual property rights or trademark on something?



Technology

- In-house servers, web, IT, CRM tools?
- Able access software more than before?
- Are you getting discounts? Mention it.
- Mobile phones? Apps, chat? Faster decision-making?
- Hive mind: Joining online communities makes your work better/faster
- Did COVID distribute your team so you can be more efficient now with asynchronous work?
- For example, joining some coalitions will give you access to databases like the voter file.
 - With free access to the voter file, you can dramatically save time educating voters if you know who doesn't bother voting. 🤖 BOOM
 - Zero cost. Tons of ROI
- Collaboration or project management software = more efficient?
- Serving more people because of tech?



Reputation Improvement

- Reputation is like currency.
 - It is why your calls get returned.
 - It is why you are able to build coalitions.
 - It is why people apply for jobs with you and intern with you.
 - It is why elected officials want to be seen with you.
- Your organization and its people collectively make up your reputation.
- Being deeply respected is a measure of organizational effectiveness.
 - Are you considered a thought leader?
 - Have demands for your time increased over the years?
- Has affiliating with you become more desirable over time?
- Do reporters call you for comment?



Media and PR Success

- Have you increased your [media savvy and coverage](#)?
 - Shifted the “issue environment” or the media agenda in any way?
 - Have you made your mission more well-known or publicly accepted?
- Is there more awareness or behavior change because of your work?
 - Can you measure reach or demonstrate positive coverage?
- Media moments can change everything.
- 10 years, no federal climate legislative agenda. December of 2018, activists staged a sit-in targeting Nancy Pelosi and advancing the Green New Deal.
 - Few had heard of it previously.
 - GND mentioned tens of thousands of times.
 - Became default policy.



Media and PR Success

- Mothers Against Drunk Driving was able to change the national conversation, and behavior, through its “designated driver” campaign decades ago.
- These are movements not metrics.
- What shifts did you inspire last year? Plans to do so?
- Pro Tip: Your organization can create these moments inexpensively. Bold, surprising tactics and policy proposals can put you squarely in the public discourse. There are risks.



Talent Acquisition

- Your board, volunteers, interns, staff, chapter leaders, table captains, online activists, and other supporters are valuable evidence of your impact.
- The # of people you have in a part-time or full-time capacity is a measurable thing.
- The # of volunteer hours can be equated to “full-time equivalent” staff.
- The skills and expertise of your team
 - Is your organization the holder of the top talent in your field in your state?
 - Is your organization a brain trust? If you have finance or legal subject matter experts on your board or staff, you should brag about your ability to recruit and retain them.
- The judgment, expertise, and talent pool you assembled is powerful.
- “There is no team more talented, equipped and committed to addressing...”
- Funders are impressed to hear that you don’t have high turnover
 - Institutional memory = higher capacity
 - Conversely: Are people trying to poach your staff?



Resilience

- Has your organization built a rainy-day fund? Have you diversified funding streams?
- Strong financial controls and oversight? GAAP Compliant?
- Are all your vendors happy with you, and therefore sticking with you, year after year?
- Is your organization able to absorb or survive a shock to the system like the Great Recession or COVID-19?
- Even if revenue has dipped, if your number of donors, monthly donors, or renewing donors is strong, this is important.
 - Are you starting to get more multi-year gifts?
 - Are more and more people putting your organization in their will?

Financial controls



**MAKING A WAY
OUT OF NO WAY**

Resilience

- Resilience is powerful. Donors want their investments to stand the test of time.
- Do you have a crisis communications plan in place to prepare for the possibility of a public challenge to your nonprofit's reputation?
- How about a disaster preparedness plan? A succession plan? Do you have [internal financial controls](#) now?
 - This story of building the bones of the org, is compelling.

**MAKING A WAY
OUT OF NO WAY**

Information and Wisdom

- Do you have data, statistics, stories, records, receipts, case studies, testimonials, surveys, polling, or any kind of data or information that has value?
- Longevity. Seniority. You know “where the bodies are buried?” <<<FIXER HUMOR
- Information is power. It is also a form of currency.
- Cumulative wisdom “100 years of experience on our team”
- Conduct any testing, it may be increasing your effectiveness.
 - When I say testing, it could be as simple as A/B testing your email subject lines or work-shopping different soundbites and messages when talking to lawmakers, the media, or other stakeholders.

- Bonus tip: Are people copying your ideas



Program Resources

- Elements and inputs of your programs. Dissect each
- Think about the workflow and intellectual property that went into building each element.
 - Do you have market research, surveys, needs assessments, or logic models?
 - Advance substantial diversity, equity, and inclusion training or programming this year?
- Lay the groundwork and strategy for a local or statewide success in the next few years?



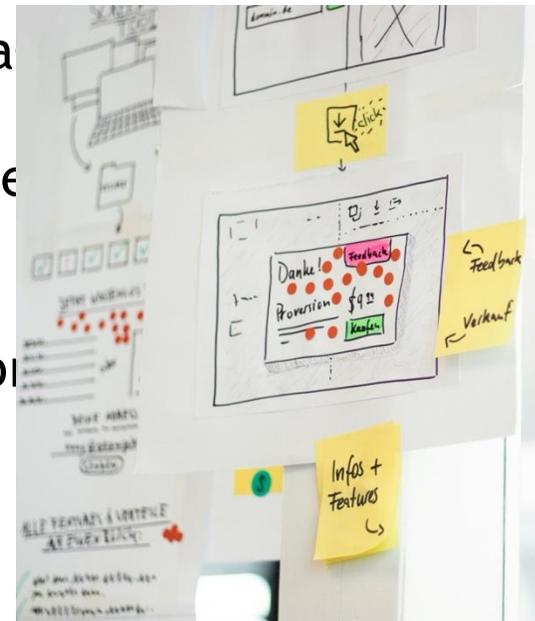
Program Resources

- Did you revamp your volunteer training manual?
- Has your staff and board decided to translate your knowledge, talents, or skills into curricula and courses so that thousands can learn what you know?
- Can you publish case-studies, so you transfer your wisdom elsewhere?
- Only you will know how your programs improved over the past year, but don't forget to keep track of where these activities made your organization better.



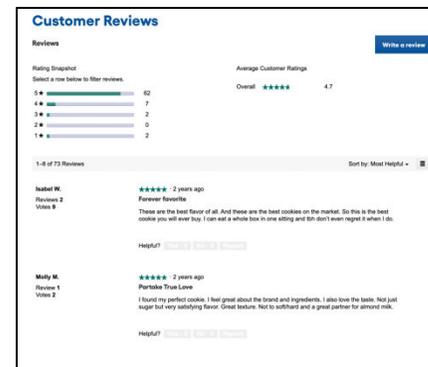
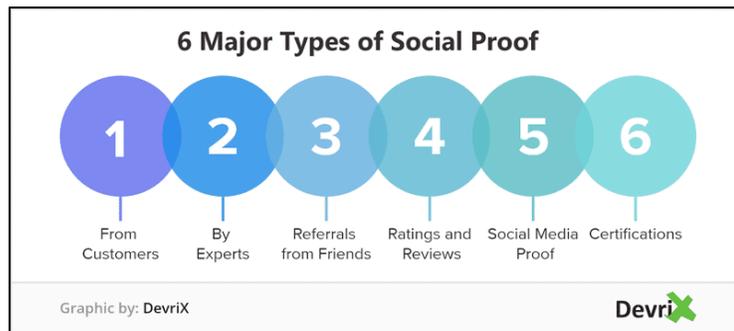
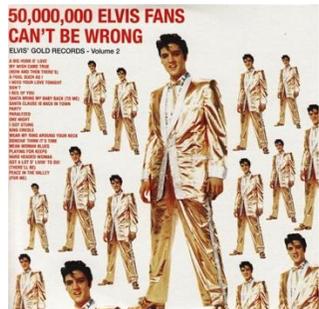
Systems and Management

- Internal synergy?
- This can include strong management of staff and systems.
 - 100% of board members donating/fundraising. Strong board attendance/due diligence?
 - Functioning committees with charters and ample participation from your community?
 - Do you use board agreements?
 - Do you have [internal controls](#) to protect against impropriety?
- Methods of addressing HR, payroll, compliance, evaluation of systems?
- All employees have job descriptions, performance reviews, & strong engagement?
- Respond to constituents in a timely fashion?
- Has your organization eliminated any gaps or duplication within or outside?
- How about bottlenecks, groupthink, dysfunctional conflicts, or turnover?
- Are you GAAP-compliant and have excellent, unqualified audits?
- Do you have any certifications, accreditations, or awards from your sector?



Social Proof & Stakeholder Praise

- Most Americans probably can't name 1 accomplishment of their favorite charity
- People are drawn to reputation and mission more than stats or data or even proof
 - Focus on mission, aspirational goals and storytelling.
- Show what your work means to others. Get letters of endorsement?
- “Social proof” is a marketing term for the qualitative evidence of your value proposition.
- No data? Use media coverage, quotes from fans or clients, or even external data, celebrity endorsements, certifications, credentials, etc.) showing proof of concept.
- Yelp and Amazon reviews help make sales!



Social Proof & Stakeholder Praise



*"In a world filled with online nonprofit "gurus," Sean Kosofsky is the real deal. In this course you'll discover how to build the board of your dreams. **No BS, no fluff — just actionable material you can put to work today.** If you want to get your board up to speed fast and save yourself years of pain, enroll in Sean's course today."*

Pamela Grow - Founder, Basics & More Online Training



"This course has been a game-changer"

*"This is a valuable tool for anyone thinking about starting a non-profit or building one. The clarity and conciseness of each module does not leave room for any doubt. **The money spent on this course was above and beyond what I expected.** Each module is broken up into manageable pieces that I could review.*

*The Board template and Board Agreement are invaluable tools! **I feel empowered to go to the next level and it has helped me to go forward and transform every aspect of our nonprofit from letting go of "dead wood" to getting the right people on board to running a productive meetings.**"*

Sierra Luz Amar - Nonprofit Board Member (NC)



*"Sean's course is an excellent tool for anyone looking to maximize the collective wisdom, power, and skill sets of their board. Sean clearly and succinctly covers the roles and responsibilities of board members and he also provides **a road map for how to coach your board, grow your board, and get the most out of board members and board meetings.** Most importantly his course will give you the skills and confidence to handle challenges, think strategically, and have your board running efficiently and on mission in no time!"*

Michael Faith - Professional Fundraiser, WowYourDonors.com (OR)

Continual Improvement

- Ability to learn, adapt, and pivot, can be powerful.
 - Japanese term for this, [Kaizen](#), is widely known business concept
- Some organizations use a process of [double-loop learning](#) where they question their own norms and decision points, and actively work to challenge groupthink and inertia.
- Open to testing, failing, and improvement? You are ahead of most.
- This means not thinking you have to scale.



Photo by [Jonathan Borba](#) on [Unsplash](#)

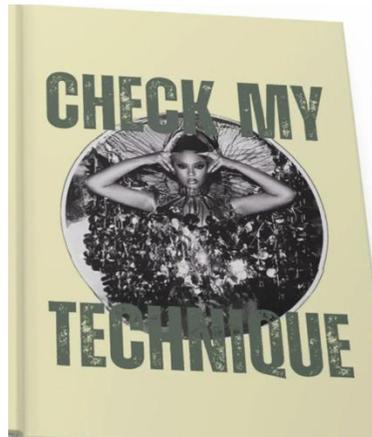
Continual Improvement

- Not everything should scale globally. What if you localize something instead?
 - [Multi-tasking, used to be glamorized, too. Challenge the notion that bigger is always better]
- Staying small may be appropriate, AND may actually be better.
 - Continual improvement may only be possible at a small scale, where you can do three things well instead of 20 things poorly!



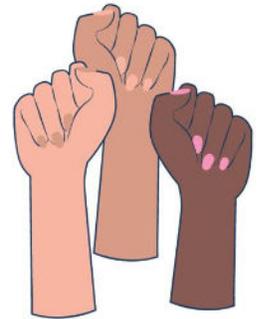
Innovation

- Are you doing something innovative?
 - Have you developed a product, program, technique, or service that is really spectacular or holds a lot of promise?
 - What do you do that is different, new, or creative?
- Have you reached underrepresented populations who weren't being served before?
 - Does your board do things better than most, and are you willing to share that skill?
- Raising the sophistication of your sector or saving your sector money?
- Found a breakthrough way to make your social media posts reach further?
- Create your own best practices for the field.



People Power

- Mobilisation Lab & the Climate Advocacy Lab [produced a report](#). You can measure the depth, strength, and quality of your relationships with volunteers, coalitions, networks, & influencers.
- Is there true solidarity between your organization and like-minded organizations?
- How about the strength of your network?
- Convening authority (do people trust your organization to lead a collaborative effort)?
- Built the confidence, security, or resilience of your service population/volunteers?
- Are you able to get the targets of your campaign to shift to your demands?
- Have you developed leadership, fellowship, and mentorship in your community?



What have you prevented?

- In the case of advocacy organizations, their mere existence may deter adversaries from picking a fight with their constituency.
- Example, my LGBTQ organization in Michigan punched well above our weight. No anti-LGBTQ legislation passed in 12 years. The rest of the country was seeing regression.
- For direct service organizations, with government funding, you may have a dramatically reduced likelihood of facing “competition” from another service provider.

ED Toolkit and
Success Journal



What you have prevented

- Simply by existing, the YMCA and Boys and Girls Club have probably saved parents and society many millions of dollars, and lots of hassle, by keeping kids occupied and out of trouble.
- The Skoll Foundation and the Gates Foundation spent many years preparing for a pandemic. In 2020, the Skoll Foundation dramatically increased its giving. We'll never know how much human suffering was prevented by its preparedness.
- For decades, GLAAD worked with Hollywood to make sure that defamatory representations of LGBTQ people were rare in major films. This created the conditions for more progress



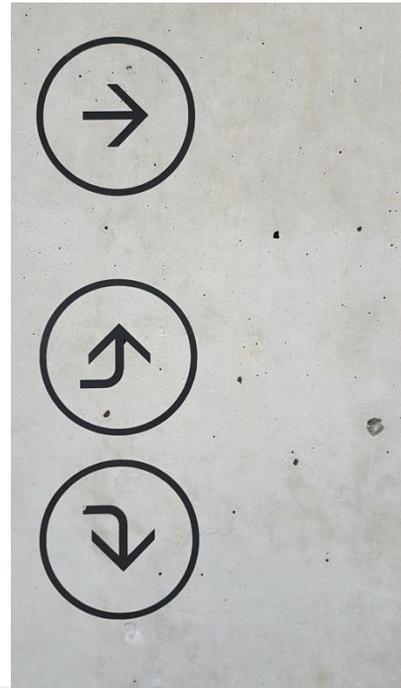
Scale > Momentum

- I know I wrote earlier that scale isn't for everyone. But...don't forget about your own demographic and geographic reach.
- Has your organization started reaching people outside of your city, state, or country?
- Have you been reaching people of different languages, cultures, customs, religions, and races? Simply being relied upon by a wider universe of people is impressive.



Dimensional Strategy

- Developed the ability to pivot to a completely different business model?
- Found a sustainable revenue stream? Like fee-for-service work?
- Decided to shift from charitable work to advocacy, civic engagement, or political work?
- Do you have one asset able to be pointed at new opportunities?
 - 50,000 members you now will register to vote?
- Use your other assets to be a power broker for candidates?



Asset Growth - Body of Work

- Sometimes its easy to forget all the content, assets, writings, and thought leadership that
- Your organization has produced:
 - Podcast episodes
 - One-pages
 - Whitepapers
 - Pamphlets
 - Blog posts/articles
 - Guest interviews
 - Trainings delivered
 - Panels served on that were recorded
 - Decks created (summaries of our knowledge)
 - Your filing system
 - The many revisions that have been made to your vault of info



Free Resources

100+ Board Fundraising Tasks
bit.ly/BigListBoard



Board Fundraising Worksheet
<https://bit.ly/boardfr>



Free Training bit.ly/IN90DAYS

A promotional graphic for a webinar. It features a man, Sean Kosofsky, smiling on the right side. The background is dark blue with a red and yellow horizontal bar at the top. The text is white and bold, reading: 'TRANSFORM YOUR BOARD IN 90 DAYS WITH MY 3-PART FRAMEWORK'. Below this, it says 'with Nonprofit Fixer Sean Kosofsky'. At the bottom, there is a red button with white text that says 'Start Your Free Webinar'.

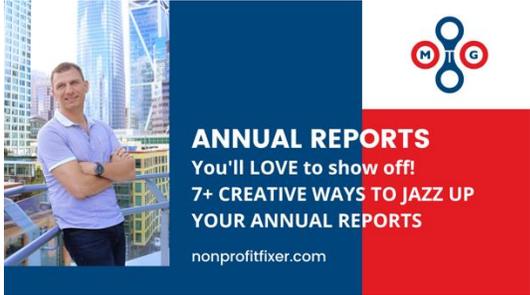
**TRANSFORM
YOUR BOARD
IN 90 DAYS
WITH MY
3-PART
FRAMEWORK**

with Nonprofit Fixer
Sean Kosofsky

Start Your Free Webinar

Fundraising Resources

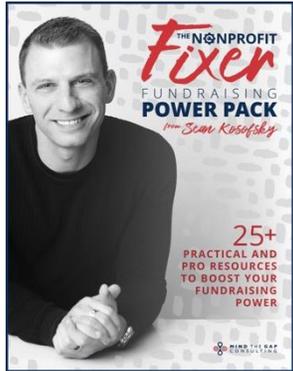
Annual Reports You'll Love to Show Off
bit.ly/ANNUAL-REPORTS



“Perfect Pitch: Nail Every Ask with A Compelling and Consistent Case for Support”
bit.ly/PERFECTPITCH20



Nonprofit Fundraising Power Pack
Nonprofitfixer.com/products



Mind the Gap Consulting

Coaching, Consulting, and Training

Follow me & Book a Discovery Call to Work Together

Sean@MindTheGapConsulting.org
www.NonProfitFixer.com/best-resources



Questions

