

**The Culture of Community Engagement  
in a Non-profit Environment**

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- Washington is the **22nd hungriest state** in the nation, ranking 14.3% for food insecurity.
- **1 in 5 kids** in Washington state lives in a household that struggles to put food on the table.
- **1 in 6 people** relies on SNAP (food stamps), the Supplemental Nutrition Assistance Program, which is severely threatened by budget cuts. Half of all people on SNAP are kids.
- Only **43 out of every 100 eligible students** receiving free or reduced-price lunches also receive a school breakfast.

Source: Northwest Harvest, Food Research and Action Center, Children's Alliance.

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- An estimated **305,000 kids** in Washington state are food insecure, meaning they don't have adequate, nutritious food on a regular basis.
- We rank **38th out of 50** states in reaching low-income children with summer nutrition.
- In 2014, the average daily participation (ADP) in Washington's Summer Food Program was **38,519**.
- Participation in the Washington's Summer Food Program has steadily **grown between 10 and 20 percent**.
- Washington continues to reach only about **10 percent of those who are eligible**.

Source: Northwest Harvest, Food Research and Action Center, Children's Alliance.

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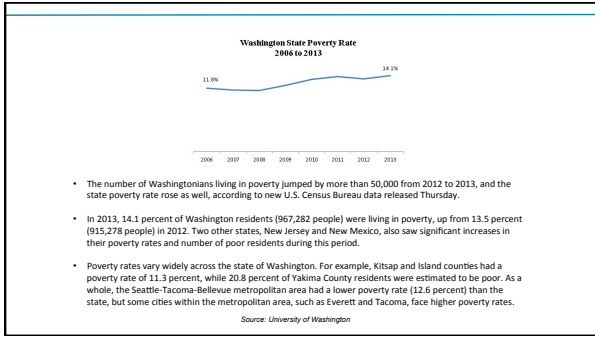
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**The Leadership Role in Non-profit Administration**

- To model behavior as an individual in support of the non-profit's mission as an accountable person, donor, volunteer leadership mentor, recruiter and manager.
- To set expectations organizationally regarding prioritization of efforts and mission, purpose and values. Establish a culture of focused activity in support of who we say we are and why we do what we do.
- To utilize all resources to facilitate touching more lives, more effectively for a longer period of time in support of mission, purpose and values.
- To be an example in being personally generous, connector to others of influence and affluence and commitment to the organization's mission, purpose and values.

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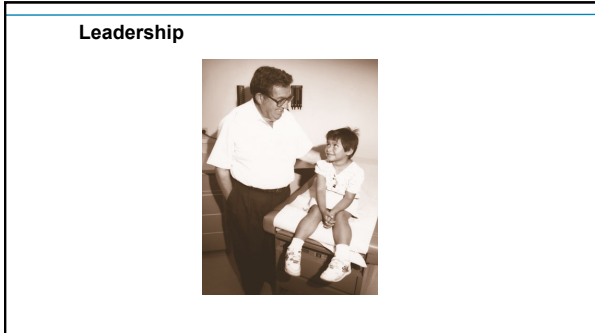
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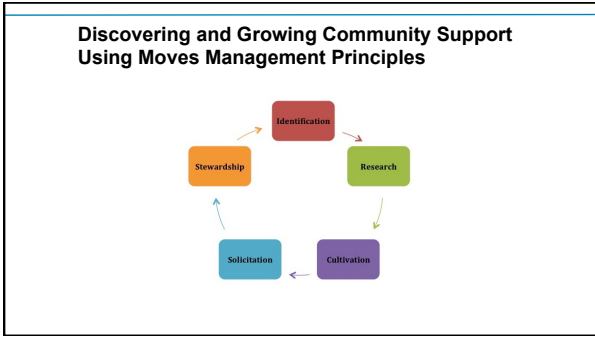
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- The Role of Volunteer Board Members, Community Leaders and Organizational Stakeholders**
- To give the best advice and counsel in their areas of expertise such as finance, personnel, community engagement, community need, etc.
  - To be committed to the organization's mission, purpose and values and advocate for these in the community.
  - To be personally generous of time, talent and treasure.
  - To provide financial oversight and accountability.
  - To be the best connectors to others in the community of influence and affluence.

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**Authenticity**



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**Using Circles of Influence to Engage Other Community Members**



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**Mobilize**



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**The Public/Private Partnership – Why do 501 (c) (3) organizations exist and what are their responsibilities?**

- Tax advantages to facilitate and encourage philanthropic investment in support of our families, friends and neighbors.
- A commitment to community interests, engagement and ownership.
- Leveraging the public on behalf of philanthropy through advocacy and financial investment.
- Collaborative prioritization of community needs and solutions to community challenges as they relate to the organization's mission, purpose and values.

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**Courage**



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**The Importance of Mission Driven Decision Making**

- A clear, concise and compelling case for support.
- A definition of unmet needs and the impact of improving the lives of our families, friends and neighbors through the mission.
- The definition of return on investment (ROI) to the community supporting the mission with your time, talent and treasure. What is the benefit to those we serve and the community we live in.
- The focus and purpose of each activity, effort and strategy in support of the organization's mission and improving lives in our community through that work.

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**Impact**



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**How does Philanthropic Investment grow and perpetuate in our organizations?**

- Through the effective stewardship of resources and clear communication of your mission by organizational leadership.
- By the recruitment and utilization of community leaders on behalf of those we serve for strategic advice/counsel, financial oversight, personal generosity, connectivity to others of influence and affluence, and advocacy on behalf of mission and purpose.
- By the organization CEO/Executive Director and senior leadership being examples of personal generosity, mission focused and strategic communicators, planners and implementers of services. We cannot ask others to do what we do not do ourselves.

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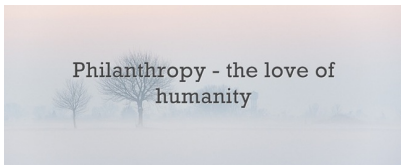
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**Meaning of Philanthropy**



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**Top 10 Tips for Successful Cultivation**

- Make a Plan
- Schedule cultivation time on your calendar
- Ask open-ended questions
- Don't be afraid to make the call
- Be creative
- Seek your prospect's advice
- Keep good records
- Invite someone else to go with you
- Be yourself
- Always leave them wanting more

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**Bonus Tip**

- Don't forget to ask!

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**THANK YOU!**

Questions?

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