The Culture of Community Engagement in a Non-profit Environment

ED FLYNN
President, Flynn Consulting

ANNE NAPIER CAFFERY, CFRE
President, The Memorial Foundation

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

- 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.

- An estimated 305,890 kids in Washington state are food insecure, meaning they don’t have adequate, nutritious food on a regular basis.
- We rank 39th 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.
The number of Washingtonians living in poverty jumped by more than 50,000 from 2012 to 2013, and the state poverty rate rose as well, according to new U.S. Census Bureau data released Thursday.

In 2013, 14.1 percent of Washington residents (967,282 people) were living in poverty, up from 13.5 percent (915,278 people) in 2012. Two other states, New Jersey and New Mexico, also saw significant increases in their poverty rates and number of poor residents during the period.

Poverty rates vary widely across the state of Washington. For example, Kitsap and Island counties had a poverty rate of 11.3 percent, while 20.8 percent of Yakima County residents were estimated to be poor. At the other end of the spectrum, the Seattle-Tacoma-Bellevue metropolitan area had a lower poverty rate (12.6 percent) than the state, but some cities within it, such as Everett and Tacoma, face higher poverty rates.

Source: University of Washington

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.
Discovering and Growing Community Support Using Moves Management Principles

Think “Forever”

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.
Authenticity

Using Circles of Influence to Engage Other Community Members

Mobilize
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.

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.

Courage
Impact

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.

Meaning of Philanthropy

Philanthropy - the love of humanity
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

Bonus Tip

- Don't forget to ask!

THANK YOU!

Questions?