CNA Board Report – December 2018

Proposed 2019 Training and Event Schedule

Proposed Training Activities for 2019

In addition to offering at least two individual classes in professional or organizational development we will be offering the following:

- Centering the Board with Eve Fromberg
- Sexual Harassment training with Claudell Greear (All members can attend for free)
- Grantwriting Academy with Academy GO
- One-Person Development Office/Gratitude Express with Janet Levine Consulting
- Nonprofit Management Certificate Program with Scholarship
- Advanced Nonprofit Management Certificate Program with Scholarship

Proposed Conferences for 2019

Our conferences focus on the following areas so that collectively we can look for better solutions and practices that will benefit our entire community of practice:

- Capacity Building – Addressing the infrastructure and talent management needs of organizations
- Funding – Developing diverse funding strategies and plans that ensure that organizations are not just sustainable but that they are healthy and thriving financially
- Information Sharing – Assess, collect, organize, and disseminate information about our programs and the people we serve that will enable organizations and funders to measure impact and identify disparities in programs and funding
- Networking – Building relationships with our members, other organizations, businesses, agencies, funders, and the people who we serve and all those that live in their communities so that we can increase productive engagement required to sustain long-term change

In 2019 we will have three mini-conferences:

- Professional Development – January/February
- Funding and Finance – May/June
- Leadership – September/October

We are currently creating detailed schedules for the events including speakers, panels, and facilitators to support the topics.

Committee and Staff Recommendation: Create and publish a calendar for 2019 and add it to the website by December 20, 2018.

Fast Pitch 2019

Fast Pitch 2019 is open to Coachella Valley nonprofit organizations of all sizes who want to take their marketing to the next level and compete for cash prizes at the competition finale. By participating in the program not only will individual leadership staff develop their professional marketing skills, but each organization will end the process with a customized marketing portfolio designed to reach their specific goals.

The Fast Pitch calendar of events will include a regimen of training classes on topics such as branding, networking, social media and marketing plans, successful storytelling and developing a multipurpose pitch to inspire donors. A combination of presentation and workshop-style classes will give participants a more personalized learning experience and help them develop marketing tools that work for their organization's size, scope of service and long-term plan. Portions of the training program will be made available via distance learning technology to provide flexibility and better access for all nonprofit organizations in Coachella Valley.

Organizations must apply for acceptance into the program by January 18, 2019 and indicate who will be the individual representative participating. It is recommended that executive staff, board or development personnel participate. Upon acceptance, participants are asked to ensure organizational support from their governing board. Select opportunities for staff and board to join the primary participant for classes and mentoring sessions will be available.

A new Fast Pitch point system will offer participants a variety of methods to earn qualifying points in addition to class attendance, such as presenting their pitches to area organizations, in-person networking, and other marketing skill development opportunities. A minimum point total will be required to qualify for the final competition and to receive the monetary participation awards. The point system and cash prize structure will be laid out in detail for participants prior to the start of the 2019 Fast Pitch program.

Tentative Schedule

January 24th – Orientation session for all participants. A board member or higher level executive from the organization will be encouraged/required to attend to gain an understanding of the commitment of time, work and resources needed for the program. An overview of the details of the program, point system and participation requirements will be given so all participants are equipped with the information they need to successfully complete the Fast Pitch program. A short introduction to the video documentation process to help participants' record individual Fast Pitch journeys will be included.

- February 14th – *Donor Success Stories* seminar will be presented with board and/or additional staff encouraged to attend.
- March 14th - *How to Write Your Donor Appeals & Fast Pitch* seminar.
- March 21st – Pitch Writing workshop
- April 11th - *Know Your Target Market* seminar

- April 25th - *Developing Your Brand* seminar
- May 9th – *Public Speaking & Delivering Your Pitch* seminar
- June 13th – *Public Relations* seminar
- June 27th – *Video for Nonprofits* seminar
- July 11th – *Social Media for Nonprofits* seminar
- July 25th – *Nonprofit Website* seminar
- August 8th – Portfolio workshop
- August 22nd – Makeup Classes (as needed)
- September 12th – Portfolios Due
- October (TBD) – Fast Pitch Semi-finals at RAP Foundation
- November (TBD) – Fast Pitch Finals at UCR

Committee and Staff Recommendation: CNA to implement the proposed changes in the schedule and format of the program and ensure we offer the best program possible for the organizations that are included in the competition

LADder Leadership Council

The initial organizing meeting of the council was held on October 3, 2018 at the RAP conference room.

The attendees were Paula Kennedy, Peter Rittenhouse, Aurora Tenorio-Wilson, Arthur Allen, Tamara Hedges, Sara H Clapp, Barry Messenger, Sam Oberman, Leticia Delara, Jennifer Braun, Eva Guenther James and John Epps, Chair. Jane Vogt, Maureen Forman, Eileen Packer, and Marianne Boules joined the group at our last meeting

John Epps, chair, defined the mission of the council with an emphasis on the need for developing leadership in the non-profit industry. His initial comments also included the importance of creating a leadership culture, and defining key measurable outcomes and indicators for effective leadership.

Considerable discussion ensued as to the importance of nurturing relationships between the board chairs and directors, the executive directors and development officers, expanding the opportunities f or collaboration among leaders and organizations throughout the non-profit community and the importance of developing a candidate pool which will attract leaders and young talent from both with in and outside the social service sector.

Proposed Structure and Schedule for the Council
The mission of the Leadership Advisory Council is to be a working group of experienced and seasoned leaders committed to ascertain and promote board standards, qualifications, and best practices that will help leaders of nonprofit organizations identify and develop leaders, address key issues facing the leadership in organizations, and develop guidelines that support the successful implementation of innovative programs and strategies for the success of social change in the nonprofit industry.

Timeline of Activities	
Month 1	Select Council Members by considering a wide variety of professional disciplines and experience (approximately 7 – 9 leaders) Conduct initial organizing meeting to select chair and develop operational format.

Month 2-3	Develop Strategic Plan. - Key items for consideration include:
	• Assessment of organizational leadership issues and opportunities in our area
	  o Impact of mission, budget, staff size, and age of organization on strategies
	  o Key measurable outcomes and indicators for effective leadership
	• Roles and responsibilities for key members of the leadership team in successful organizations
	  o Nurturing the relationship between the Board Chair, the Executive Director and the Development Officer
	• Codifying leadership standards for high impact organizations
	  o Develop a guide for ethical and innovative leadership
	• Candidate recruitment and development
	  o Developing a pool of interested, eligible, and qualified candidates
	  o Planning events to bring organizations and candidates together
	• Nurture robust networking that expand the opportunities for collaboration and innovation among leaders and organizations
	• Share findings with general nonprofit community through white papers, social media, and blogs
	• Identify potential investors, funders, and sponsors for the project

Months 4-6	Recruit and develop the candidate pool
	• Implement a robust intake process that attracts leaders from:
	  o Experienced personnel from within or outside the social sector seeking an opportunity to serve in nonprofit leadership
	  o Young talent with an interest in public or social service leadership
	  o Individuals changing careers wanting entre into the social sector
	Identify resources for training and learning for leadership candidates
	• Identify training materials and opportunities for interested candidates
	• Identify coaches willing to work with candidates
	• Identify mentors willing to build long-term relationships with candidates

Month 7	Conduct the inaugural Leadership Job Fair
Month 8 – 12	Follow-up with organizations to measure impact of the program

Committee and Staff Recommendation: Implement the structure and working model for the council. Board and Committee to provide inputs on potential candidates for the council.