
Brentwood Nonprofit Development Workshop

How to Lead, Fund, and Grow



Goal of the Workshop

Within the next 45-minutes we will:

1. Explore three practical strategies to strengthen your board, fundraising, and planning efforts.
2. Identify at least one immediate action step to boost your organization's capacity.
3. Connect with peers and share real-world ideas you can adapt for your own mission.
4. Leave with worksheets and tangible tools to jumpstart your strategic planning.



Quick Ice Breaker



Our aim!

We're kicking things off with a chance to learn more about each other!



Who are you?

What's your name and what organization are you from?



**This is how
we've helped
other
nonprofits.**

Quick Storytelling Overview

Whether you're a well established nonprofit, or one just placing down roots, telling your story is essential. Donors give to people and stories, not to spreadsheets.

Exercise:

We're going to take about one minute to write a short statement that highlights the heart of your organization.

Fill out the statement below:

Because of our work, [***this change happens***] for [***this group of people***].

Fundraising Opportunities to Leverage Your Story:

Online Donation

Provides a convenient and accessible way for donors to contribute, increasing the likelihood of securing support.

DonorBox
GoFundMe

Peer-to-Peer

Empowers supporters to raise funds on behalf of a nonprofit, multiplying its reach and impact. This strategy harnesses the personal networks of donors, making appeals more authentic and compelling.

Social Media to Donation Pipeline

Leverages platforms where people already spend significant time, enabling nonprofits to reach broader and more diverse audiences.

Email / Newsletters

Email lists allow tailored messages for specific audiences. This strategy provides an opportunity to nurture relationships through consistent communication, ensuring donors feel valued and informed about the impact of their contributions.

Now, Let's Take a Look at Board

Development



Clear Roles and Active Engagement

Each board member should understand their legal responsibilities (e.g. duty of loyalty) and their practical responsibilities (e.g. fundraising).

Engagement goes beyond showing up, it means serving as ambassadors, participating in committees, and actively supporting the organization's mission.



Strategic Composition

Effective boards are intentionally composed. A board should bring together:

- Skills (finance, legal, fundraising, marketing)
- Diversity (lived experience, perspectives relevant to the community).
- Networks (connections to funders, policymakers, community leaders).



Committed to Accountability + Growth

Strong boards don't stagnate. They hold themselves accountable by:

- Regularly evaluating board performance and organizational impact.
- Setting clear fundraising and governance goals.
- Investing in training and development (so members grow with the organization).



**We are going to
examine potential
board gaps.**

[LINK TO THE EXCEL](#)

Let's look at some ways we can strategically combat board gaps.

- Building off of the worksheet, we will examine to examples as to how to create a strategic plan if you find gaps within your board.
- This not only strengthens your governing board, but also sets your organization up for success.
- These strategies can be applied to any area of your organization that needs additional assistance and/or to be rebuilt.

Strategic Steps:

01

Assess and Clarify

03

**Recruit With
Intention**

02

**Activate/Leverage
Internal Talent**

04

**Strengthen
Governance
Practices**

Leadership

- **1. Assess and Clarify the Leadership Gap**
 - **Identify what's missing:** Is the gap about an officer role (chair, treasurer, secretary), or governance expertise (finance, legal, HR)?
 - **Clarify the responsibilities:** Make sure the board understands what the role requires, sometimes the problem isn't the absence of talent but unclear expectations.
- **2. Activate Internal Talent First**
 - **Interim Leadership:** Appoint an interim officer from within the board to provide stability while you recruit.
 - **Redistribute Duties:** Divide responsibilities among existing members temporarily to keep momentum.
- **3. Recruit With Intention**
 - **Target Recruitment:** Seek candidates who bring both the leadership capacity and alignment with the organization's mission. This could be through community leaders, partner organizations, or professional associations.
- **4. Strengthen Governance Practices**
 - **Leadership Succession Plan:** Build a pipeline by preparing vice chairs, committee leads, or experienced members for future officer roles.
 - **Term Limits:** Ensure leadership rotates regularly so you don't face a sudden vacuum again.
 - **Mentorship:** Pair newer members with seasoned board leaders to accelerate readiness.

Marketing Expertise

- **1. Assess and Clarify the Leadership Gap**
 - **Identify what's missing:** Clarify whether the gap is about strategic marketing (branding, audience segmentation, communications strategy) or tactical marketing (social media, content creation, design).
- **2. Activate Internal Talent First**
 - **Tap current networks:** Sometimes staff, volunteers, or donors already have marketing backgrounds. Consider inviting them onto committees or as advisors before a board seat.
 - **Advisory committees:** If you can't recruit a full board member right away, create a Marketing & Outreach Committee where external professionals can contribute their expertise without the same time or fiduciary responsibilities as directors.
- **3. Recruit With Intention**
 - **Targeted outreach:** Connect with local PR firms, marketing agencies, chambers of commerce, or university communications departments to identify candidates who have both professional expertise and a passion for your mission.
- **4. Strengthen Governance Practices**
 - **Board training:** Assist with teaching board members storytelling, messaging, and advocacy, so everyone improves their marketing skills.
 - **Mentorship:** Pair newer members with seasoned board leaders to accelerate readiness.



Q & A

Any questions?



Thanks!

Do you have any additional questions?

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