

The Nonprofit Founder's Club Podcast Transcript

[00:00:00] Building a successful nonprofit is hard, especially if you don't have a roadmap. I know firsthand from my days on a new nonprofits board, I had nonprofit experience in larger organizations. So I knew what one looked like from the inside, but I, so, so many things that needed to be. I Googled start a nonprofit and got plenty of articles on the paperwork.

[00:00:29] But after [00:00:30] the 5 0 1 C3, there wasn't much help. So I began researching the reasons nonprofits fail in the first year. I figured that was a problem to tackle. So we weren't just another statistic. And what came out of my research and talking to other founders was my book. I have my 5 0 1 C3. Now what. As I talked more to founders and mentored them, I've found it wasn't [00:01:00] enough.

[00:01:00] That's why I created the build a successful non-profit framework to help founders put together the pieces that create a successful nonprofit one that covers costs and builds infrastructure. This framework governs everything I do in my business. And there are three pillars to the frameworks. Let's dive in on this episode.

[00:01:25] So the infrastructure pillar that's pillar one, [00:01:30] and it sets your nonprofit up for funding by providing the infrastructure thunders, which are individuals, corporations, and grantors. Look for this helps you go from no what to establish foundation. Helps you go from feeling lost and confused to determine because you now have a plan.

[00:01:54] The good news is that it doesn't take a lot of money, [00:02:00] often less than \$500 to do these things. It takes time and elbow grease, but not a lot of funds, especially since I share with you resources that are free or discounted for nonprofits. Okay. Now, the framework is broken up into three smaller areas.

[00:02:25] We've got management policies and procedures and fundraising foundations. So let's talk a little bit more about those three smaller areas. We'll start off with management. So management gives you direction and helps you feel self-assured. Things we cover in management in the management area are the four steps to accomplish in management.

[00:02:54] We cover them in depth next episode, but let's introduce you to [00:03:00] the four number one. You're going to build your board. You need help and they will be your first or almost first downer. Number two, your strategic plan, create your five-year strategic plan. You need to get very clear on who you are and where you want to go.

[00:03:21] The five-year strategic plan is the roadmap for steering the organization. I know that there is a [00:03:30] movement to get your business plan together. There has been a movement for probably 20 years now. That Nonprofits are businesses. So you should be treating them like a business. And I think that's where the business plan has grown from.

[00:03:47] But the thing is the business plan isn't necessary. A strategic plan has similar information and is a [00:04:00] requested document by funders. In all my years in nonprofit work, I've only heard of a business plan requested once by a bank when an established organization wanted to purchase a building. And of course they wanted to get a loan to do this, but once the bank took a look at the strategic plan, they accepted it and approved the loan.

[00:04:24] It really wasn't a problem. All right. [00:04:30] Next. Where we need the tactical plan and budget, create your one-year tactical plan and operating budget. Now this will come from your strategic plan. That's why we do the strategic plan. First. It will lay the to-do out for the year to accomplish. So you are moving forward.

[00:04:53] You are going to do all this good in the world. You have to figure out how to [00:05:00] fund it. So you need a one-year operating budget to see how much you will need to raise. And if it's realistic, sometimes you're going to have to adjust that budget so that you are being realistic about how much you're going to be able to do the first year.

[00:05:21] Next we have the program develop. So you're going to create your signature program on paper with a [00:05:30] budget. A signature program is that one program you are going to be known for in the community. It is also deeply rooted in your mission, and it is the absolute first program you are going to deliver. So you don't have to have a program the first year, but getting one on paper will help you think through the program and know how much money you will need to [00:06:00] raise before you start the process.

[00:06:03] Now I do offer a template that creates a program with a 10 common grant questions to help you get grant ready. And I will provide that in the show notes or the description, depending on where you are finding this information. All

right. Let's move on to policies and procedures. So while policies and procedures are the least sexy thing I [00:06:30] can talk about, we have to do things that aren't fun.

[00:06:34] We start with templates, samples, and curated articles of the policies and procedures, the IRS form nine 90 ass board. So why do we start there? Well, we have to start somewhere and keeping you in compliance with the IRS is a very good place to start. In my opinion, we then move to the policies and [00:07:00] procedures that are needed to run your nonprofit at your stage and the policies and procedures you need in place before.

[00:07:08] Ever take a donation. All right. This leads me to fundraising foundations. Fundraising foundations are the things that have to be done before you ever raise a dollar. They provide credibility or are simply something that has to be done. So you aren't [00:07:30] scrambling when it comes up during the first donation.

[00:07:34] They will include your website and social media websites and social media are things that give you instant credibility. They help establish you as a legitimate business. Next we have the fundraising essential oils. These are things that you need in place. Both for you get the very first donation. They [00:08:00] will include a payment processor.

[00:08:03] So who will process credit card and online payment. You'll need to sign up and submit your information. And this may take time depending on who you choose. Now, I will give you some recommendations of payment processors in the show notes or description. And I also want to say here, this is [00:08:30] very simple.

[00:08:30] Because when you consider donors will give 35% more online than through any other method. You really need to have this in place. It's going to pay dividends. All right. The next thing you need is a donation page. You'll need a page on your website where people can donate. If you send people to your website, you [00:09:00] want them to be able to take action right then.

[00:09:02] So that is definitely something that you want to be part of your website. Next, we have the email service provider. This is where you will begin collecting email addresses of potential donors and actual donors. This is so important because growing that donor base now is going to be. Pay dividends much lighter.

[00:09:27] And in case you don't know, an email service [00:09:30] provider is a separate entity that does emails. So some of you may know, MailChimp, MailerLite,

Constant Contact, those kinds of services. I will put some information in the show notes or, or the district. About different service providers. I like MailChimp or MailerLite simply [00:10:00] because you get a certain number of email addresses for free.

[00:10:05] And when you're starting out, it's a very good number of email addresses and it will cut down on your expenses. All right. Moving on to accounting software, you may set this up in the management section, but if you don't. Then you must have one. By the time you get to this pillar, [00:10:30] now accounting software is going to help you with your books.

[00:10:35] And that is something that you really need to pay particular attention to making sure those books are kept up and done properly. I like the wave app when you're starting out. It's free and it will set up your chart of accounts. When you pick a charity or nonprofit [00:11:00] in the setup, it will automatically do all of that for you.

[00:11:05] So that's one of the reasons why I really like it. And like I said, it is free for you to use. And I would suggest looking at that and I will put. Web address in the show notes or, or the description. Alright, next donor database. This is important. You need to start capturing [00:11:30] that your donor information from day one because your donor database is where your money is going to be.

[00:11:38] So start now and. The donor database, in case you don't know, is where your donor information will be housed. And most nonprofits start out with an Excel spreadsheet, but there are other options. And I will again give you [00:12:00] some of those in the show notes or the description. Now let's go to the time management pillar.

[00:12:09] This pillar helps you get all the, to do's done. You go from two, many to do's to having the time to get the right stuff done and make an impact. It helps you go from feeling paralyzed to knocking out your today's and getting things off your plate. There [00:12:30] are three areas in the time management pillar, they are consistency.

[00:12:36] This includes the routines and checklists needed to get the reoccurring things done. Next is intentionality. This area is about the two dues that keep you deliberate in your actions. And third is focus. And it's about paying attention to the things that [00:13:00] move your organization forward. It also means not paying attention to those things that are just keeping you spinning your wheels.

[00:13:10] All right. So how do we accomplish the three areas in the spring? Well, we built strategies that help you be consistent, intentional, and focused on the right things. And we do that through strategies that include checklists, templates, samples, and time [00:13:30] management concepts. All right, last, we have the fundraising basics pillar.

[00:13:37] Now this is different from the fundraising foundations, the fundraising basics pellet. Is actually where we get into. The nitty gritty of fundraising. So it gives you the fundamentals of fundraising. You go from funding woes to bringing in consistent funding. If you are feeling [00:14:00] clueless on where your funding will come from, then this pillar is for you.

[00:14:04] As you work through the fundraising pillar, you'll become excited about your organization's future and reignite your passion to serve. There's an upcoming episode where we will go in depth in this pillar, but let's get an introduction here. So there are three smaller areas in this pillar. The first one is now your donor.[00:14:30]

[00:14:30] This is so important because if you don't know who your donors are, you can't find them, attract them and talk to them. And one of the ways that we do this is through the ideal donor. Now, these are the people who are most likely to give to your cause. You will focus on them after you've asked friends and family.

[00:14:52] And if you've been in my world at all, you know, the very first thing I tell you to do is to ask your [00:15:00] friends and family and have your board do the same. These people will be loyal to you. The ideal donor is looking for people loyal to your cause. That's a very big distinction, but you've got to start from within, before you can work in.

[00:15:19] And so your friends and family are your within. All right. So know your strategy is the second thing. What [00:15:30] activities will your organization create to raise money? Now, this area is also where we talk about different types of fundraisers. In case you were wondering, events are only one type of fundraising activity.

[00:15:45] There are thousands of activity. No, your plan, a fundraising plan is needed here. A fundraising plan will help you raise more money with less effort. [00:16:00] We are going deeper with fundraising plans in the future episodes this year. All right. So let's talk about how the framework solves the problems of lack of infrastructure and lack of funding.

[00:16:13] The framework builds the foundation. Of the organization and I hope you can see how the framework helps you build a stable and sustainable nonprofit. The pieces that you put in place gets you clear on who your [00:16:30] organization is. Who it serves, how serves the problem it solves and how it makes an impact.

[00:16:38] It is able to stand among other organizations and confidently proclaim its existence. It builds the roots that will help it grab the framework, builds the foundation of fundraising. These steps in the framework we're deliberately selected [00:17:00] to build the things you need to fundraise. Well, it gives you the best path to get started raising funds.

[00:17:09] And last the framework allows you to get things done by focusing on the things that build the foundation of your nonprofit. You can be intentional about what your. What you complete and know you are moving your [00:17:30] nonprofit forward. This gives you more time to do other things like spend more time with your friends and family.

[00:17:38] So I have a free download for you. Download a, founder's got to building a nonprofit without being the sole vendor and work through the infrastructure pillar of the framework. This download only deals with the [00:18:00] infrastructure pillar. So you're going to be able to focus just on those things. So the link is in the show notes or the description, depending on where you are finding the show.

[00:18:11] All right. Have a great day and a great week. And I will see you back next episode.