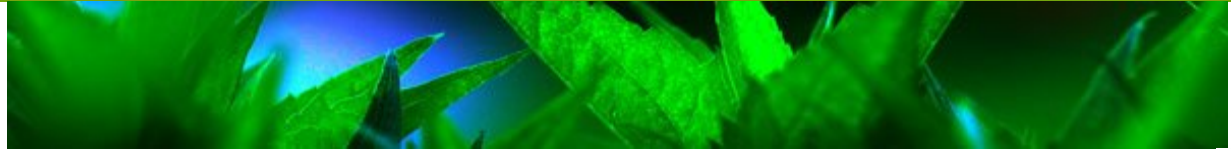


Tip\$ & Treasure\$ Weekly

February 20, 2009



In this week's edition...

- The Most Important Part of Your Strategic Plan
- Workshops, Events, Seminars and More! (see the new posting for Dollars for Scholars)
- Open Positions in the South Puget Sound Area
- Quote of the Day



THE MOST IMPORTANT PART OF YOUR STRATEGIC PLAN

Trust is at a premium.

Public skepticism regarding institutions and organizations of all kinds is at an all-time high. Trust, which many once took for granted-especially with respect to some of our most venerated for-profit, nonprofit, and government institutions-is now at a premium.

I travel around the country conducting workshops on organizational branding and leadership, mostly for nonprofits. During my presentations I show a slide and preface it by saying, "As simple as this slide appears, it's probably the most important slide I will show you today."

A Good Brand Equals:

1. Trust, which leads to....
2. Relationship building, which leads to.....
3. Cooperative, collaborative opportunities to advance your goals and objectives.

The dialogue that follows usually goes something like this:

"How many of you have developed strategic plans for your organizations?" I ask.

Most of the hands in the room go up.

"And what's the first question most people ask when it comes to strategic planning?"

Many reply with "What goals and objectives do we want to achieve?" Some phrase it differently, "Where do we want to be three to five years from now?" which is essentially the same answer.

"And how do you plan to get there?" I ask.

Some reply, "By raising more funds." Others say, "By creating strategic alliances or relationships with other organizations." Still others may respond, "Increasing our marketing and advertising budgets."

Many, frankly, don't know how they're going to achieve their goals and objectives.

"That's why we're doing a strategic plan; to determine how," I had one person inform me, which I thought was a good, honest answer.

I press on: "For those of you who responded by saying raising more funds or increasing your marketing activities or creating relationships with others, how do you propose to do that?"

Usually, after a slight pause, I receive answers like "improving and increasing our direct mail campaigns and other kinds of fundraising activities" or "we'll meet with them and make the case why it's important we work together to achieve our common goals."

I believe that in all the times I've been through this exercise, only one person saw where I was taking the conversation and said, "By getting them to trust us."
"Aha!"

And therein lies the rub. Most organizations are so focused on achieving their goals and objectives that they fail to see that trust should be the foundation of all their efforts. Some go so far as to ignore tacitly the trust factor or even erode it as they strive to get to where they want to be.

If, for example, increased funding is one of your organization's key strategic goals and that's all the organization is focused on, then false advertising, deceptive business practices, or turning a blind eye when others around you engage in unethical behavior may be some of the more tacit allowances for getting there. In the short run your organization may achieve its goal of increased funding. But as many organizations have learned-and we've witnessed a lot of them over the past several years-these practices do not bode well for an organization's long-term survivability.

In short, what every organization should ask when it comes to strategic planning is: What are we doing to earn the trust-both inside and outside our organization-that will enable us to form the kinds of relationships we need to achieve our goals and objectives?

Once you have the answer to that question, the goals and objectives will follow.

Larry Checco, [Checco Communications](#)

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WORKSHOPS, EVENTS, SEMINARS AND MORE!

**AFP Sound Sound Chapter presents Jan Brazzell, Ph.D., CFRE
Awaken the Sleeping Giant: Emerging Best Practices to Engage Your Board**

WHEN: Tuesday, March 10, 2009, 11:30 a.m. - 1:00 p.m.

WHERE: LaQuinta Inn, 1425 E 27th St, Tacoma, WA

COST: \$20 for AFP members, \$30 for non-members (includes lunch)

REGISTER: Send an email to southsoundafp@gmail.com.

Do your board members leave their brains at the door? Do two or three do all the work? Propelled by Sarbanes-Oxley, new IRS reporting requirements and mounting pressures from charity watchdogs, major private foundations and government grantmakers, not-for-profits are seeking new remedies for board disengagement. This workshop will outline emerging trends in Board best practices and offer practical strategies you can use to enliven your Board. You will want to bring your Executive Director and Board Chair/Elect with you to this meeting!

Learning Outcomes:

1. Recognize the primary symptoms and causes of Board disengagement.
2. Understand major emerging trends in Board best practices.
3. Know specific strategies for improving Board engagement and effectiveness.
4. Realize how time and effective Board leadership contribute to reinventing a Board.

Interested in carpooling? Let us know with an email to admin@nonprofitsolutionsnw.com.

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**Northwest Dollars for Scholars Regional Conference**

NWDS is happy to announce the NWDS Regional Conference to be held Saturday, March 14, 2009 at Heritage University in Toppenish, WA. Scholarship Foundations throughout the region are encouraged to attend. Speakers include Janet Boguch (Non-Profit Works), the College Success Foundation, Curt Trygstad (Scholarship America) , Krista Johnson (Capital Research & Management) and the College Planning Network.

Come learn from the experts and from each other!

**WHEN:** March 14, 2009 ~ 9:00AM - 4:00PM

**WHERE:** Heritage University, 3240 Fort Rd, Toppenish, WA

**COST:** \$40-\$75

**REGISTER:** **Payment and registration required before February 23, 2009**

To register, contact Selena at (425) 643-9913 or [sallen@scholarshipamerica.org](mailto:sallen@scholarshipamerica.org) or download the form at [Conference Registration](#).



## OPEN POSITIONS IN THE SOUTH PUGET SOUND AREA

### **Fund Development Coordinator Girls Scouts of Western Washington, DuPont**

The world's pre-eminent organization dedicated solely to girls, successfully building girls of courage, confidence and character who make the world a better place.

Girl Scouts of Western Washington is currently seeking an individual with excellent computer skills and proven success in maintaining a customer database. If you are seeking to work as part of a well-established fund development team within a solid non-profit contact them today! This is a full-time, non-exempt position with excellent benefits that include medical, dental, vision, 403(b), pension and paid leave. This position will be responsible for: managing all aspects of donor database including gift entry, production of thank you / tax letters and reconciling gifts/pledges with Finance. for the ongoing management, maintenance, report production and upkeep of Donor Perfect database.

For more information connect [here](#) to the announcement on the NDOA website.



### QUOTE OF THE DAY

Know what you want to do, hold the thought firmly, and do every day what should be done, and every sunset will see you that much nearer to your goal.

--Elbert Hubbard

