### Free Seminar for Non-Profits

PRESENTED BY

**Enterprise Bank** CREATE SUCCESS



Building a Successful Non-Profit through Expert Networking

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Building a Successful Non-Profit through Expert Networking

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# What is Networking & Why is it Important?





# "We are what we repeatedly do. Excellence, then, is not an act, but a habit."

# - Aristotle





- What is networking and what are you trying to achieve?
- Getting your story, mission and needs out into the community to help establish a strong:
  - Community Awareness
  - Board of Governors
  - Volunteers
  - Clients
  - Funding



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- What are the different types of networking?
- Social Media, Advertising, TV, Radio and Print.
- Letters and Notes.
  - From Management, Board, Donors & Clients
- Face to face
  - At Events
  - At Work
  - With your Friends

(the largest Donations will come from people who like you).







- What Type of Networker are you?
- Let's take a brief quiz to see...
  - <u>What Networking Style is Right for YOU?</u>
    - Introvert
    - Extrovert
    - Ambivert





- What type of work environment suits you best?
  - 1. I like having my own space to think and work.
  - 2. I enjoy brainstorming session and typical
    - water cooler chitchat.
  - 3. I am happiest working in an open concept

### workspace.





• What adjective would your colleagues use to best describe you?

1. Reserved

2. Friendly

3. Charismatic





• What do you struggle with most when writing your resume?

**1. Bragging about my accomplishments** 

2. Writing my professional summary

3. Keeping it to 2 pages or less





• It's your first day on the job. How do you plan to get to know your co-workers?

**1. I wait for them to come to me** 

2. I put a dish of candy on my desk so people will come by.

3. I circulate around the office introducing myself to everyone





• What part of the job-search process seems to come naturally to you?

- **1.** Researching companies and job opportunities online
- 2. Setting up coffee dates and informational interviews.
- 3. Attending conferences and other events with people.





- You're asked to speak at a company-wide presentation. What's your first thought?
- **1. Oh no! This is my worst nightmare.**
- 2. I'm nervous but I'll be okay as long as I prepare.
- 3. This is a great opportunity for me to talk about the things

### I'm working on.





# Introvert (6-9)

You prefer to channel your energy into **small group**s of people. If given the choice, you'll likely opt for a quiet evening with a friend rather than a loud party full of strangers. When it comes to your job search, this might mean you "hate" networking and think that it can't work for you. Well, think again. Since you thrive in calm, uncrowded environments, try setting up **one-on-one** informational interviews over coffee, attending more intimate events like fireside chats and small panel discussions, and dedicating more time to **online networking activities**. The options are more vast than you think. Click the following link for more <u>networking tips for introverts</u>.





# Ambivert (10-14)

In many ways, you have an **advantage over** your strictly **introverted** and strictly extroverted friends — especially when it comes to networking. Because your personality doesn't lean too heavily in either direction, you have an **easier time adjusting your approach** to people based on the situation. As a result, you are able to connect more easily, and more deeply, with a wider variety of people. This trait will come in handy when you're networking for work. Test out a variety of networking opportunities, from casual happy hours and coffee dates to more structured events and large conferences, to find out what is most effective for you. Click the following link for tips on how to expand your networking activities in new ways.





# Extrovert (15-18)

You're a **social butterfly** who is energized by interacting with friends and strangers alike. You're a **go-getter and love taking action** especially when it comes to introducing yourself to new people. Networking is right up your alley; schmoozing and connecting with others is second nature to you. When it comes to your job search, you'll thrive at large conferences, speed-networking events, and job fairs where there are lots of new faces to meet. However, to be an effective networker requires more than a quick conversation and a business card exchange at a crowded event. Click the following link to learn how to avoid the networking mistakes that are holding you back.





# What Type of Networker are you?

# All of these can be successful!





- Why is it important to the health and future of the organization?
  - The most connected people are often the most successful people.
  - To make or keep your organization relevant.
  - To help keep the nonprofit in a Growth Mode.





- Why is it important to the health and future of the organization?
  - To help increase Donations and Grants.



• To find the best Board Member(s).



• To identify clients.







Building a Successful Non-Profit through Expert Networking

# Jim Moriarty, SVP How do you Network & Make the ASK?





# The HOW of Networking

• My Networking Groups

• Friends



**Business Associates** 



Coworkers





- Family & Relatives
  - High School & College



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# The HOW of Networking

- My Networking Groups
  - Golf Friends
  - Political Friends
  - Non Profit Friends
  - Church/religious
  - Friends
  - Others????





# The **HOW** of Networking



### Acquaintances

### Money People







Building a Successful Non-Profit through Expert Networking

# Anne-Marie Sousa, Board President & Founder





# **Catie'sclose** Give Clothes. Give Confidence.









#### OUR APPROACH

# **Our Inspiration**



#### **CATIE BISSON**

My daughter

Passed away in 2010 at the age of 20

Attended Lowell High School and saw that many students weren't as lucky as she was

Wanted all kids to have the same chance of getting a good education and becoming a productive member of society





# Lowell High School









# **Bailey Elementary School**



# **Barriers & Challenges**

- Brand new non-profit
- Branding confusion
- Misunderstood focus
- Resistance from schools
- Lack of funding



# Overcoming Barriers The Power of Networking





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#### Networking – It's not always about the money

# You Can Help...

#### **Catie's Closet:**

- Host a Drive: donate new or gently used clothing, new pair of socks/underwear or toiletries
- Participate in **Fill the Bus** campaign during back-to-school
- Volunteer time (in our distribution center)
- Join us at our Annual "A Night To Open Doors" Gala (March 16th)

#### WHY'S IT'S IMPORTANT:

### 81% say a company's involvement in social causes is important to where they work

Engage For Good CSR Study, 2018

#### 74% of employees surveyed say their job is more fulfilling when they are provided opportunities to make a positive impact at work

Cone Communications Employee Engagement Study, 2016







# Fill The Bus – Capital One 2018





# **Developing A Board**







# Telling Your Story





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What social problem are you addressing? Is your message understood?





THE CRISIS

### The Ripple Effect of Poverty

30M low-income children, many lacking basic needs<sup>1</sup> Access to basic clothing and necessities is a primary reason for absenteeism<sup>2</sup> Absenteeism leads to academic underperformance and student dropouts<sup>3</sup>

Widens the achievement gap

<sup>1</sup> National Center for Children in Poverty: http://www.nccp.org/publications/pdf/text\_1170.pdf <sup>2</sup> http://new.every1graduates.org/wp-content/uploads/2012/05/FINALChronicAbsenteeismReport\_May16.pdf <sup>3</sup> https://nces.ed.gov/pubs2009/attendancedata/chapter1a.asp



#### Absenteeism

#### Students from low-income families underperform against their peers as a result of absenteeism

Chronically absent students in Pre-K, K, 1st grade are less likely to read at grade level by 3rd grade.<sup>1</sup> And kids who don't read proficiently by 4th grade are 4 times more likely to drop out of school.<sup>2</sup>

<sup>1</sup>https://www2.ed.gov/datastory/chronicabsenteeism.html <sup>2</sup>Cullinan, Bernice E. "Independent Reading and School Achievement" American Association of School Librarians. Accessed February 2014.





Making an Emotional Connection





THE CRISIS

## IN THE U.S. 1IN5**STUDENTS** ARE LIVING IN POVERTY

NATIONAL CENTER FOR CHILDREN IN POVERTY



A GROWING PROBLEM

#### **Student Homelessness Is Rising**

1.4 million public school stude are homeless, A 100% INCREASE FROM 2009 A 100% INCREASE FROM 2009

Ed Data Express "Total Number of Homeless Students Enrolled in LEAs with or without McKinney-Vento Subgrants – Total: 2015-2016." U.S. Department of Education; https://eddataexpress.ed.gov/data-element-explorer.cfm/tab/data/deid/7410/sort/idown/



Share Real Life Examples









## Building Your Brand Through Networking

Be Conversational Engage People Expand Your Reach





## Merrimack Valley Hub







## **Boston Hub**

- 7500 SF
- Will Serve 100 schools in Greater Boston
- 56,000 students





Catie'scl



## Who Is Sharing Your Story?





You Your Team Your Volunteers

#### Donors Recipients Board of Directors







## How Is Your Message Being Shared?







## How Is Your Message Being Shared?





## SOCIAL MEDIA





#### SHARING YOUR STORY

- Key messaging
- Delivered with passion
- How you are helping
- Consistency
- Share your approach & impact







## YOUR IMPACT





#### OUR APPROACH

### A Unique Resource

#### In-school resource

Sensitive and discreet

Clothing students are proud to wear

Serving kids of all ages (Pre-K-12<sup>th</sup> grade)

Wide offering of basics: clothing, toiletries, shoes, backpacks, undergarments, bus passes, grocery cards

catle sclose

"Students have come to me first thing in the morning asking to visit Catie's Closet, smelling of the street, and return looking fresh and visibly changed in their posture. I am certain that they may not have arrived if Catie's Closet was not available to them."

- TEACHER





#### OUR IMPACT

### Kids Staying In School

More than 42,000 students supported daily through 300member volunteer network

Closets located in 71 schools in MA & NH

More than 7.5M pieces of clothing, toiletries and basic necessities processed last year

Attendance: **+29.8%** 

Graduation: +21%



catie's closet



catie'scloset



# THANK YOU

### **Questions & Comments**





