Free Seminar for Non-Profits

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Enterprise Bank
CREATE SUCCESS

Non-Profit Collaborative

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
The **What** and **Why** of Networking

- **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
The **What** and **Why** of Networking

- **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).
The **What** and **Why** of Networking

- **What** Type of Networker are you?

- Let’s take a brief quiz to see...
  - **What Networking Style is Right for YOU?**
    - Introvert
    - Extrovert
    - Ambivert
What networking style is right for you?

• **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 networking style is right for you?

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

  1. Reserved
  2. Friendly
  3. Charismatic
What networking style is right for you?

• 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
What networking style is right for you?

• 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 networking style is right for you?

- **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.
What networking style is right for you?

- 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.
You prefer to channel your energy into **small groups** 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 **networking tips for introverts**.

**Introvert (6-9)**
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.
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](#).
The **What** and **Why** of Networking

**What** Type of Networker are you?

*All of these can be successful!*
The **What** and **Why** of Networking

- **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.
The **Why** and **Why** of Networking

- **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.
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
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’s closet

Non-Profit Collaborative
Our Story
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
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
VOLUNTEERS
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
What social problem are you addressing?
Is your message understood?
The Crisis

The Ripple Effect of Poverty

30M low-income children, many lacking basic needs¹

Access to basic clothing and necessities is a primary reason for absenteeism²

Absenteeism leads to academic underperformance and student dropouts³

Widens the achievement gap

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.¹ And kids who don’t read proficiently by 4th grade are 4 times more likely to drop out of school.²

¹https://www2.ed.gov/datastory/chronicabsenteeism.html
Making an Emotional Connection
THE CRISIS

IN THE U.S.

1 IN 5 STUDENTS ARE LIVING IN POVERTY

NATIONAL CENTER FOR CHILDREN IN POVERTY

Non-Profit Collaborative
1.4 million public school students are homeless, an increase from 2009.

And being homeless has a big impact on the student’s mental & emotional health, self-confidence, education, ability to feel safe and secure.
Share
Real Life Examples
Building Your Brand Through Networking

Be Conversational
Engage People
Expand Your Reach
Boston Hub

• 7500 SF
• Will Serve 100 schools in Greater Boston
• 56,000 students
Who Is Sharing Your Story?
How Is Your Message Being Shared?
How Is Your Message Being Shared?
SOCIAL MEDIA
• Key messaging
• Delivered with passion
• How you are helping
• Consistency
• Share your approach & impact
YOUR IMPACT
A Unique Resource

In-school resource

Sensitive and discreet

Clothing students are proud to wear

Serving kids of all ages (Pre-K-12th grade)

Wide offering of basics: clothing, toiletries, shoes, backpacks, undergarments, bus passes, grocery cards
“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
More than 42,000 students supported daily through 300-member 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%
WENT TO EVENT

REMEMBERED MY BUSINESS CARDS
THANK YOU

Questions & Comments