

Next Steps:

Nonprofit New Years Check-In





Jodi Klebick

She is thrilled to be a person of influence for young leaders as Executive Director of Multiplying Good Pittsburgh. A Broadcast/Cable Communications graduate from Penn State University and former President of Klebick & Company, Jodi has served as President of the Board of the Pittsburgh Urban Magnet Project (PUMP), of Women In Film & Media Pittsburgh, and as a Co-founder and Advisory Board member of the international Silk Screen Asian Festival. She is a graduate of Leadership Development Initiative and Leadership on Board, winner of the National Association of Women Business Owners' "Make the Connection" community service award, and a Nominee for Nonprofit Marketer of the Year from the American Marketing Association. Along with family time, hikes, and oil painting, Jodi also enjoys endless of hours of 'playing fetch' with her happy-go-lucky Jackweenie dog Henri.

How Are You Feeling?

Anxious
Nervous
Optimistic
Pretty Secure
Tired
Hopeful
Energized
Enthusiased
Sad
Apprehensive
Excited
Cautiously Optimistic
Open To New Ideas



Mindfulness & Gratitude:

What are you CELEBRATING in your organization?



Where are your ducks?





“Start with the end in mind”

- Stephen R. Covey



Mission

- Clarifies the purpose and primary, measurable objectives of the organization.
- Provides context and touchpoint for all other goals and actions.
- Helps employees, board members and donors stay engaged and motivated.



Aspects of Your Nonprofit

- Board/Leadership
- Staff
- Financial Stability/Fundraising
- Mission-Centered Programs
- Brand/Marketing
- Strategic/Operational Planning
- Evaluation/Impact Reporting





**What do I need to
let go of
so that my
organization can
thrive?**



Audit 4 Main Areas

- Strategic Planning
- Board/Leadership
- Money/Finances
- Marketing/Communications



Strategic Planning

- Setting your focus
 - 3-5 goals
- Be SMART



Think FAST!



Frequent discussions

Ambitious

Specific metrics and milestones

Transparent for entire organization.

Board/Leadership

- Understanding roles
- Managing and engaging
- Nurturing culture



Money/Finances

- Financial Thinking
- ROI
- Sustainability



Marketing/Communications

- Clear
- Simple
- Multiple Touchpoints
- Donor Centric
- Impact
- Storytelling



Really, what is different?



Let's talk...



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