



# view from the **EDGE**

MARCH 2009



Jim Shapiro



Shannon Barnes

## Is Your Organization “Invisible”?

### Assess, Organize, and Implement for Success in 2009

Does your organization lack the human and financial resources it needs to fulfill its mission and vision? Is your organization “invisible”? We have found that organizations with the following characteristics are most often “invisible” to their community of supporters:

- Consistently fall short of operating budget
- Lack volunteers needed to support programs and fundraising
- Small group of donors support a majority of the budget
- Limited name recognition in the community

If your organization is going to survive and thrive in 2009 you must move your organization from “invisible” to “visible.” Every day, we help nonprofits and churches become “visible” by following a proven business development process we call Fundraising Mastery. Here is a brief summary of the EDGE Mastery Process:

1. Assess the past so you can predict and improve your future. A comprehensive assessment (organizational, leadership, strategy, and fundraising) will help you identify current roadblocks or obstacles that are keeping you “invisible.”
2. Organize your assessment results into forward-thinking and mission-driven strategic plans to move your organization into the realm of the “visible.”
3. Implement your improvement plan on a daily basis with the accountability of your internal leadership team and external expertise of professionals who have gone before you, like us!

Without assessing the past, creating a plan for the future, and maintaining ongoing accountability while implementing your plan – your organization will remain “invisible” and continue to struggle throughout 2009. We exist to help you find a better way to do more good. That’s much more than a slogan – it’s our passion! Call us today to learn more about how we can help your organization become visible through our assessment and other related services. [js](#)



## EDGE TRAINING EVENTS

### **Seminar (S. California)** **Good to Great Governance** **March 17, 9:00 a.m.**

A board-leadership workshop for CEOs/directors/pastors and their board chairs.

**Teleconference**  
**March 18, 1:30 p.m.**  
Leadership Launch – 7 Rules for High-Impact Leadership; essential steps to take your leadership and organization to the next level.

**Teleconference**  
**March 25, 1:30 p.m.**  
High-Impact Volunteers – Tips to help develop and maximize your organization’s volunteer resource – more mission, less money!

**Seminar (Bellingham, WA)**  
**Good to Great Governance**  
**March 26, 12:00 p.m.**  
A board-leadership workshop for CEOs/directors/pastors and their board chairs.

**Seminar (S. California)**  
**Survive and Thrive - Schools**  
**March 31, 9:00 a.m.**  
A strategy and fundraising workshop for superintendents, administrators, and development directors facing today’s unique economic challenges.

**Register for these events at**  
[www.theEDGEgroup.org/thrive.htm](http://www.theEDGEgroup.org/thrive.htm)

**Contact Information**  
888.650.EDGE  
[info@theEDGEgroup.org](mailto:info@theEDGEgroup.org)  
[www.theEDGEgroup.org](http://www.theEDGEgroup.org)

## **Take Your Board’s Temperature** **Keep Your Board’s Conversations On-Topic and On-Mission**

Recently, I had very interesting experience with a board of directors. The group had gathered to discuss some important staffing matters. As the discussion evolved, the stress the individuals were experiencing in their personal and business lives emerged in their opinions. Had we not caught it and refocused the discussion (which, thankfully, we did), the board may have made long-term decisions based on the short-term, personal and negative perceptions of a few vocal members.

This is a real danger for your organization too. In the midst of this difficult economy, your board members are besieged with sour economic news, financial challenges, and a prevailing sense of caution (or even despair). These external factors can easily color the board’s viewpoint, and if left unchecked, mislead the discussion and outcomes.

Allowing personal factors to affect board decisions can be costly – today and long-term. So, here are a few ways to both assess your board’s “temperature” and treat any emotional “fevers” you discover:

- Before you start, give your members a moment to breathe. Ask them to leave other stresses outside the board room, and to focus on the high calling of governing your organization.
- Remind them of your mission, and the people you are serving.
- Look at other challenging times in your organization’s history. Affirm the way they board handled those challenges.

One more tip: Make sure you have accurate and abundant information. People respond to insecurity with caution – and your board’s “caution meter” is on high alert. Make sure you have all the facts necessary to put them at ease. SDB

## **30 Days to Live** **Clarity and Purpose Amidst Challenging Times**

I’ve been thinking about and living out a concept that my pastor has challenged our church to consider. How would you live your life if you knew you had only thirty days to live? Life lived through the eyes of someone who is terminally ill brings with it clarity and purpose. We invest our time differently. We seek out loved ones. We desire to make a last impacting on those we come in contact with. In essence, our lives are lived with greater purpose.

I would like to encourage you to consider the “30 days to Live” challenge and to live life to its fullest. We don’t know the day or the hour we will live this earth, so let’s choose to make the most of each day we have. Thanking God for the rising sun and counting our blessings as our head hits the pillow every night. JS



# The Future

The best way to predict the future is to invent it.

Alan Kay