



# The Board Briefing

The Board Briefing eNewsletter-11

NOVEMBER 2015



BOARD Briefs are a series of "at-a-glance" written resources, including video and audio tools to assist Board Volunteers in supporting their local Boys & Girls Club. They are designed for use at board and committee meetings, new board member on-boarding, providing educational and generative content.

PAST PRESIDENT LAPEL PIN



BOARD OF DIRECTORS LAPEL PIN



PRESIDENT LAPEL PIN



EXECUTIVE DIRECTOR LAPEL PIN



## Have You Been Pinned?

Start 2016 by honoring your board members who have served in key roles present and past. Affordable lapel pins and BGCA's National Service to Youth Awards for years of leadership engagement can build a sense of team and pride.

To purchase lapel pins, go to our new eStore, by [clicking here](#). To submit your board member for years of service award and pins, click: [National Service Recognition Awards](#).

## Board Member Handbooks Available now!

This handbook provides information every board member must know, including an orientation of the Boys & Girls Club Movement and officers' duties. This indispensable resource should be placed in the hands of all board members.

To order one, [click here](#).

## **World's 100 Most Powerful People**

### **Strategic Point of View for the Non-Profit Business Model**

World class boards of directors don't just happen. They grow from leaders who take care, thought and planning to build a strong group of the right leaders. Board development is a long-term, ongoing process and outside the employment of a talented CEO is the most significant aspect of a quality non-profit organization.

Please visit our Blog to share your thoughts by clicking [Board Buzz](#).

## **The State of Nonprofit Boards?**

Nonprofit directors often fall short in terms of knowledge and experience, and their boards as a whole need more rigorous planning and procedures. Those are among the conclusions of Stanford researchers who recently surveyed 924 nonprofit directors. Do you agree?

[Click here](#) to see the specific findings. Give us your comments on the [Board Buzz](#).

## **When Do You CFO?**

### **Evolving from doing everything has its challenges**

Many challenges come with growing a nonprofit. One of the trickiest is deciding what type of financial help one needs, when it's needed, and what level of professional can best supply it at a given point in time.

[Click here](#) for the full article.

## **Demonstrating Performance and Accountability Through Mission-Based Evaluation**

Carol Upshur accurately describes the five major types of evaluation - responsive/clarifying; accountable/reporting; goal/process-oriented; program outcome/impact; and experimental. I suggest each of these activities has a strong interrelationship with the other and that the glue that binds them is organizational mission.

[Click here](#) to read the Full Story.

## How to Write Amazing Fundraising Appeals

A quick guide to inspiring more donations with a compelling message.

This short guide will give you practical tips for:

- Focusing on the key things donors want to know
- How to tell a compelling - and effective - story
- Crafting an irresistible call to action
- Simple tactics for improving donor conversation and increasing your average gift size

To view the guide, [click here](#).

### BoardLeader SPOTLIGHT



**Featuring R. L. "Bunny" Oakes III**

**Board Member, Boys & Girls Clubs  
of the Tennessee Valley  
President, Construction Division,  
TIS Insurance Services, Inc.**

His world class work with the Boys & Girls Clubs of the Tennessee Valley spans over 32 years. Bunny often stated, "Nothing is more important to our future than our children. It takes a Village to raise a child. Giving kids a chance/opportunity to be successful.

Focusing on Academic Success, Healthy Lifestyles and Good Character and Leadership Skills."

Bunny's legacy began when he started volunteering with the Boys & Girls Clubs in 1983. His volunteer time over the past 32 years includes committee meetings, special events and fundraisers, board meetings, conferences, calling on donors, and spending time with the kids. While completely devoted to the Boys & Girls Clubs of the Tennessee Valley as a corporate board member and immediate Past Chairman of the board development committee, Bunny continues to advocate for the Boys & Girls Clubs throughout the community and state.

Mr. Oakes was inducted in the Boys & Girls Clubs of Tennessee Hall of Fame in 2010. Bunny's heartfelt testimony brings about his own tears, as well as those of his audience, more often than not. Bunny has served as President of the Tennessee Alliance and has personally visited every Boys & Girls Club organization in Tennessee. He recently

conducted a presentation at the Boys & Girls Clubs of America's National Alliance Summit entitled "Motivating Your Board to Action." He helped to secure over 2.5 million dollars for Boys & Girls Clubs' children across the state. He was instrumental in establishing the 501(c)(3) community based organization to help Clubs in Tennessee secure private funding for the lifesaving programs offered.

He joined TIS Insurance in 1991 and established the construction division and celebrated nearly 25 years in May 2015.

## **7 Steps to the Best Nonprofit Marketing**

Many nonprofit organizations struggle with the concept of marketing themselves and their missions. It seems too sales-centric, too fueled by money. They ask, "Is it slimy to apply marketing to nonprofits?" Our answer: Definitely not.

The key is to be true to yourself. Marketing allows you to meet your audiences where they are, physically and mentally, but it does not require you to lose your own way. Stay true to your mission, represent yourself honestly, and promise only what you can deliver. In that way, you can gain a competitive advantage over all the other folks using marketing for more nefarious ends.

To view the steps, [click here](#).

## **Analytics & Measurement Improve Effectiveness**

Nonprofits can grow faster, solicit donations more successfully and better accomplish their missions through greater use of analytics.

For nonprofits attempting to enter the Moneyball era, the challenge is not finding enough data or analytical tools. It's finding the right data and meaningful, actionable insights...

[Click here](#) for the full article.

## **Dysfunctional Leader?**

**Following these tips will help turn dysfunctional leaders into functional leaders.**

Few things are as damaging to an organization as a dysfunctional leader. Left unaddressed, the corrosive impact will show up in low morale, stifled development and poor results. Sadly, most toxic leaders are blithely oblivious of the damage they create. If the slackers would just do their jobs, they think, performance would go up.

For more of this article, [click here](#).

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- Ronnie Jenkins, National Director, Board Transformation Services, Creator
- Delia Rojas, SyOp and Editor



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