



The Board Briefing

The Board Briefing eNewsletter-12

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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.

Are you putting your values into practice?

Don't pat yourself on your back simply because you've written a powerful values statement for your organization, advises Dan Rockwell. The real achievement isn't in coming up with pleasant-sounding statements of principle - it's in enacting those principles and putting your values into practice in a meaningful way. "The work isn't crafting values; it's living them," Rockwell writes.

To view full article, please [click here](#).

Mobile gifts accounted for 17% of online Giving Tuesday donations

Mobile giving accounted for 17% of the online donations of Giving Tuesday, up from 13% last year, according to Blackbaud. The findings show that nonprofits should place focus on optimizing their websites and donation pages for mobile devices. "Nonprofits need to think about the whole donor experience," said Steve MacLaughlin, director of analytics at Blackbaud.

[Click here](#) for full story.

ImpactMatters compiles impact audit reports

Yale University economist Dean Karlan has launched ImpactMatters to measure nonprofit transparency, cost-effectiveness, inter-organization cooperation and overall impact. Potential donors can view groups' results online, and use it to guide their giving. It can "help nonprofits improve and set standards for the industry."

For more information and to sign up, [click here](#).

Online Giving Report Promising: See the Dashboard

Human Services groups received far more donations than any other cause - 456,649 gifts totaling \$56,473,547. Education came in second, with 262,638 contributions totaling \$36,137,801. Are you getting your share?

For full article, [click here](#).

Time to Honor Your Board Leadership

The leadership of your board members is critical to the effectiveness of your organization. Their personal commitment to our mission makes them important advocates for the cause and multiplies the organization's message and connection to the community, once said by Michelle Nunn, former CEO of Points of Light. "By recognizing the impact board members make through their work, we hope to inspire others to use their time, talent, voice, and money for a cause close to their heart."

Have you recognized your board leaders?

[Click here](#) for BGCA's Service to Youth Award page.

Please Note: you must log on to [bgca.net](#) to access page. The award nomination forms in Word format have been revised and located on the right-hand side of the page. The completed forms must be emailed to the email address of your region on Page 2.

The Next Generation of American Giving

What's a fundraiser to do? Just when it seemed like things could possibly get more complicated, they did. Not only are self-appointed heralds of the future announcing that direct mail is dead, they are also now making the same tendentious claims about email.

The advent of television didn't kill radio. Likewise, Pinterest and Twitter are hardly the slayers of direct mail. But even if overstated, the changes overtaking the art and science of fundraising are tumultuous and expected to continue.

So, what's a fundraiser to do? Listen to your donors.

For the full study, [click here](#).

BoardLeader SPOTLIGHT



Featuring Juli Metzger

Board President, Boys & Girls Club of Muncie, IN
Coordinator, Unified Media at Ball State University
Principal, JMetzger Group LLC

Juli was recently recognized as the 2015 winner of the John W. and Janice B. Fisher Governance Award which recognizes the outstanding service of a board member to a Delaware County nonprofit organization.

She has played a key role in helping to develop the framework for a 5-year vision, recruit additional board members with diverse skill

sets, and significantly improve the Club's messaging and outreach. In addition to her role on the board of directors, she is a donor, volunteer, and outstanding advocate for the organization.

When accepting her award, Juli talked about the significance of the missions of these organizations and how the impact of the work leads young people to a path that is life changing. "The pairing of these two organizations make sense to me," said Metzger. "Independently they are effective. Together their influence grows exponentially."

As a Southside High School graduate, she grew her circle over time which expanded her opportunities and outlook. After traveling and working all over the country, she is proud to be back in her home community working with organizations that create opportunities, instill hope, and helps shape the lives of young people.

Juli and her husband John have two children.

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



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