



# The Board Briefing

The Board Briefing eNewsletter-8

JULY 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.

## Nonprofit Merger Motivations

An abundance of organizations with a similar mission may focus on research while others focus on awareness. Nonprofits often compete against each other instead of cooperating. This is a story about two organizations that took a different road.

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



## Need a board development plan?

Your Director of Organizational Development (DOD) can help. BGCA has a world class year-round board development program that starts with board assessment and follows with free resources, training, support, and technical assistance to assist you with designing and implementing a plan based on best practices and your unique organizational need.

[Click here](#) to download an executive summary and your BGCA contact will assist you.

## When Good Is Not Good Enough

Leaders of two of the most successful nonprofit organizations argue that the sector needs to shift its attention from modest goals that provide short-term relief to bold goals that, while harder to achieve, provide long-term solutions by tackling the root of social problems.

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

## How To Be A Better Nonprofit Board Member

Apply the fundamentals of corporate governance to charitable work.

The importance of the nonprofit sector has never been greater. In the US, there are several hundred thousand 501(c)(3)'s that provide much of our health care, education, performing arts, and social services. In this environment, executives face pressure to fundraise and grow while leveraging technology, with few new proven models to help.

Meanwhile, volunteer nonprofit board leaders, who are often unsure how to leverage their skills and contribute their leadership, often struggle with how they and their board colleagues can be most effective.

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

## Organizational Development

Organizational Development is the process of aligning human capital strategy with the mission, vision, values, and strategy of the organization.

It includes organizational structure, supporting systems and processes, leadership development, succession planning, talent acquisition, and talent engagement (including design of reward and recognition systems). The overall theory is that a unity of what the organization is and what it wishes to accomplish with that of the individual and his or her goals will propel the organization to greater levels of performance.

Read more of this article by [clicking here](#).

## How America Gives Opportunity

A mismatch between need and affluence - American communities with high standards of living often have low charitable giving rates, a new Chronicle analysis finds.

Based on the data from The Chronicle's, How America Gives study, which show the share of income Americans in different parts of the country have donated and the Opportunity Index, created by two antipoverty nonprofits, which assigns scores of socioeconomic well-being to counties based on measurements such as housing costs, preschool attendance, internet access, and percent of residents with advanced degrees.

For more information, please [click here](#).

# BoardLeader SPOTLIGHT



## Beverly M. Burton

Beverly began volunteering for the Boys & Girls Clubs of America in 1982 and was appointed the Mobile Alabama's Junior Leagues representative to the local Boys & Girls Club Board. She served for nearly 25 years and received numerous awards. Her involvement helped transform the Clubs presence in Mobile from 2 Clubs and an annual budget of \$191,000 to 19 clubs and an annual budget of \$8.5 million.

Although Beverly resided in Mobile, her reach expanded well beyond the city limits. Because of her extreme dedication, Beverly was appointed to the

National Area Committee where she supported clubs in Alabama, Mississippi, and Louisiana.

She received many awards including W. Clement Stone Outstanding Achievement Award, presented to only one individual for their outstanding work with the area councils; The Robert W. Fowler Southeast Pacesetter Award, the Southeast Region's highest honor bestowed upon a board volunteer for exemplary service; and Boys & Girls Clubs of America's National Medallion. In addition, Beverly received the B.R. Wilson Leadership Award, which is the most coveted award of her local organization. Beverly was tragically killed coming back from a Mississippi Area Council meeting in 2006. Losing her has been felt throughout the organization she loved so dearly.

After her passing, the national organization named an award in her memory. The Board Member of the Year, an award Beverly herself received, was renamed the Beverly M. Burton Board Member.

**What will be your Legacy as a board leader?** Beverly M. Burton's leadership legacy continues, for more information, please click: [Beverly M. Burton Scholarship Trust](#).

You are receiving this email because of your affiliation with Boys & Girls Clubs of America. If we have sent this to you in error or you would like to unsubscribe, please click on the Unsubscribe link below.

Encourage your board members to support us by visiting: [BGCABoards.org](http://BGCABoards.org). Want to send this newsletter to your board members? Send us your board members email information to: [drojas@bgca.org](mailto:drojas@bgca.org).

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



**LEADING EDGE: 2020**  
**GREAT BOARDS, GREAT FUTURES**

[www.bgcaboards.org](http://www.bgcaboards.org)