

WHO SHOULD PARTICIPATE

GEORGETOWN NEW STRATEGIES PROGRAM



Among the 200 nonprofit executives who already have participated in the *New Strategies Program*, approximately half were CEOs and executive directors. Others included VPs of development (or equivalent), CFOs, and project or program directors with financial responsibilities.

These nonprofit executives have rated *New Strategies* as “extraordinary...exceptional... and a great use of management time.” The program’s ability to help develop strategies and adopt new concepts (e.g. evolving technology) to increase revenue is a major reason for its popularity. *New Strategies* also is rated highly as a networking opportunity.

Sponsored nonprofits are encouraged to enroll CEOs and executive directors or other executive-level individuals responsible for generating and/or managing revenue. Program participants are expected to be able

to enact new and evolving strategies within their organizations.

Some nonprofits send management teams to the *New Strategies* Forum and utilize the experience to construct annual program and budgeting plans.

After the Forum, the program’s benefits continue. *New Strategies* provides monthly follow-up communications and virtual interaction with participants. Some topics also attract other staff members (e.g. social impact investing, deferred giving options employing various tax strategies).

“Program is (a) on target; (b) honest and pragmatic; (c) refreshing; (d) revitalizing; and (e) loaded with useful information and ideas.”

- Quenton Dokken, Gulf of Mexico Foundation