

WHY IT'S IMPORTANT

GEORGETOWN NEW STRATEGIES PROGRAM

Since its launch in 2011, *New Strategies* has worked with more than 200 nonprofit organization executives who remain connected to the program via monthly support and services. This exposure has provided past participants as well as program instructors with an expanded and valuable perspective on the financial challenges and opportunities facing the field, including:

- Flat or declining corporate cash contributions
- Continued dependence on public funding (66% of past participants)
- Poorer than average returns on liquid assets
- Lack of understanding and use of data by senior executives
- Over-dependence on limited number of funders
- Inaccurate financial reporting (including tax submissions)
- Lost opportunities for securing non-cash contributions
- Unclear and ineffective strategies for using social media
- Fee-for-service/earned income challenges, including unrelated business income
- Increased competition (90 new 501c3s created every day) and public confusion

These are important issues for any nonprofit organization to address in order to achieve financial sustainability and growth. *New Strategies* helps organizations face these challenges by providing unique, individualized assistance. Program administrators, Georgetown faculty, and teams of MBA students help *New Strategies* participants put their organizations on a sound financial footing. This helps secure funds and services needed to achieve programming objectives and helps extract the most value from donated dollars and hours.

*“The materials, presentations, and private coaching are excellent.
Attention to details – superior.”*

- Marianne Berner, World Food Program USA