

GLOBAL SOCIAL ENTERPRISE INITIATIVE

GEORGETOWN UNIVERSITY **McDonough**
SCHOOL of BUSINESS

NEW STRATEGIES PROGRAM

Revenue Generation for Nonprofit Executives



An advanced management education program exclusively designed to help nonprofit executives generate added financial support.

"... by far, the best and most practical program there is for nonprofit executive directors, fundraisers, and financial officers ..."

For sponsorship and registration information, email NewStrategies@georgetown.edu

NEW STRATEGIES PROGRAM

“Life altering!”

Joe Arthur, Central PA Food Bank

“100% fantastic!”

Kristine Cohn, Kids In Need

“Excellent! Rewarding!”

Lynn Law, National Urban League

“Great idea sharing”

Sharyn Casey, MADD

“Awesome networking”

Dashawanda Brown, UNCF

“Great program!”

Cary Kimble, Project HOPE

“Interactive and action-oriented”

Nathalie Wade, Spark

“Relevant and helpful”

Justine Carroll, National Urban Fellows

“Bottom-line focused”

Chris Widdess, Penumbra Theatre

“A lot of knowledge gained”

Joan Garvey Lundgren, CARE USA

“Amazed at how much I learned...”

Craig Campbell, Salvation Army

“Eye opening, thought provoking”

Bekah Meyerowitz, Share Our Strength

“Unlike any other program...”

Heather Bennett, Direct Relief

“Excellent and practical”

Kristen af Klinteberg, City Year

“Very well organized”

Dan Perry, Hispanic Scholarship Fund

“Wonderful!”

Melissa Madzel, U.S. Fund for UNICEF

“Great stuff!”

Ann Stiles, Project GRAD Houston

“Amazing!”

Lysa Ratliff, Habitat for Humanity International

“One of the best ever”

Val Trarore, Food Bank of S. Jersey

“Fabulous!”

Nancy Mroz, Big Brothers Big Sisters





GEORGETOWN NEW STRATEGIES PROGRAM

N*ew Strategies* is an advanced management education program conducted by Georgetown University's Global Social Enterprise Initiative at the McDonough School of Business. Unlike other program for nonprofit leaders, *New Strategies* focuses exclusively on how to bolster and manage revenue for growth and success.

The program begins with an intensive, four-day Forum (offered three times per year) that is the gateway to an ongoing support system of practical ideas that work.

New Strategies is a proven success. Core elements of the program have been tested and refined over a three-year period by Business & Nonprofit Strategies, a consulting firm headed by former Johnson & Johnson vice president, Curt Weeden. The program now is offered through Georgetown's Global Social Enterprise Initiative. The move creates additional opportunities to enhance the program with the involvement of top-flight business school faculty, teams of MBA students, guest speakers, and special events only possible in the nation's capital.

New Strategies is open to nonprofit executives sponsored by corporations or foundations that provide grants to cover all program expenses, including the Forum held on the Georgetown campus.

"Excellent insights and wisdom. Much appreciated the truthfulness about the realities faced both for our field and our own organization."

- Doug Goetziner, Feed the Children

HOW IT WORKS

GEORGETOWN NEW STRATEGIES PROGRAM

N*ew Strategies* begins with corporations and foundations identifying nonprofit organizations that will benefit from a program that addresses revenue generation and resource management.

Selected nonprofits receive sponsorship funding from these companies and foundations. Each \$6,500 sponsorship covers all program costs, including the Forum and its related expenses as well as a subsequent year of online instruction, information, and support.

To ensure individual support and assistance, *New Strategies* enrolls only a limited number of nonprofit organizations. This small size also enhances participant networking opportunities.

Before each Forum, instructors and MBA students undertake a full analysis of each participating organization to get a tailored picture of revenue activities and programming priorities. The curriculum is then crafted to take into account the specific funding challenges of each nonprofit participant.

The Forum is an intensive, hands-on experience directed by nationally recognized leaders in the nonprofit and philanthropy fields. Georgetown faculty and MBA teams add additional depth. Topics include:

- Social media funding
- Earned income and UBIT
- Corporate support
- Predictive analytics
- Cause marketing
- Government funding
- Gifts in kind
- Database management
- Sponsorships
- Direct mail
- Impact investing
- Deferred giving

In addition to the plenary sessions, breakouts, and one-on-one counseling, each Forum enlists outside speakers including public sector leaders (relevant to government funding and activities).

Following the Forum, participants engage in monthly communications and training. A LinkedIn site for participants allows for progress reports, problem solving, and networking. Business and foundation sponsors are updated on all program developments.

“Loved the collaborative approach to discussing challenges and opportunities.”

- Shannon Sullivan, Safe Kids Worldwide

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

WHY SPONSOR

GEORGETOWN NEW STRATEGIES PROGRAM

The *New Strategies Program* helps nonprofits broaden their revenue base to:

- Maximize their potential for generating new revenue
- Ensure they are not dependent on a limited number of funding sources
- Enable them to extract the most value from revenues received

Many sustaining corporate and foundation sponsors view *New Strategies* as a “must,” especially for nonprofits that receive larger grants.

Sponsorship may not require increased spending by a corporation or foundation. Nonprofit recipients designated for sponsorship may be informed that a small amount of a general or restricted grant is earmarked for *New Strategies* participation. Sponsorship payments generally are made directly to the designated nonprofit, but also can be made to Georgetown. Either option provides the sponsor with a charitable deduction.

New Strategies already is well-known and widely regarded. As a result, when a nonprofit is named a recipient by a sponsor, that designation is in itself a significant benefit to an organization. Sponsorship recognition can be leveraged by a nonprofit to raise added funds and recruit new volunteers.

While sponsorship provides nonprofit organizations with notable value, it also extends benefits to companies and foundations. Sponsors receive strong recognition by those nonprofits selected to take part in the program. For organizations with large numbers of members or volunteers, name and brand exposure can be extensive. Even for nonprofits with smaller networks, *New Strategies* sponsors capture the attention of board members and other influential supporters.

“Excellent mix of timely, relevant, and thought-provoking information.”

- Angela Cox, Houston Habitat for Humanity

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



GEORGETOWN NEW STRATEGIES PROGRAM

PROGRAM MANAGEMENT

N*ew Strategies* is part of the Global Social Enterprise Initiative (GSEI) at Georgetown University's McDonough School of Business.

- *New Strategies* Co-Directors: Distinguished Professor Bill Novelli, GSEI founder, and Curt Weeden, *New Strategies* founder
- Senior Faculty: Joe Waters, national expert on cause marketing and social media and author of *Fundraising with Businesses*
- GSEI Executive Director: Ladan Manteghi
- University faculty and MBA students are actively engaged in the Forum and follow-up services

About Georgetown's Global Social Enterprise Initiative

In keeping with the university's heritage and its business school's mission of being in service to business and society, GSEI partners with corporations, nonprofits, governments, and across sectors to address social and environmental challenges and to help today's and tomorrow's leaders create economic and social value.

About Business & Nonprofit Strategies

The consulting firm has assisted many of the nation's largest companies in developing social responsibility programs. The firm is headed by Curt Weeden, former Johnson & Johnson vice president and founder of the Association of Corporate Contributions Professionals. Weeden, who has authored two novels and three nonfiction books on philanthropy and social issues, writes frequently for trade and mainstream publications.

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