

Ramping Up Your Mission & Message

Maine Downtown Conference

May 18, 2012

Do any of these apply?

- R You're new to a Main Street board.
- R You're new to nonprofit governance.
- R You know your board isn't performing at the level that it could be, but what to do?
- R Your organization has matured, but the board has not kept pace.

S E R A C U

Can you unscramble this word?

S A U C E R

Introductions

R Name

R Organization affiliated with

R What question do you hope we'll answer this morning?

“Nonprofit board” you said?

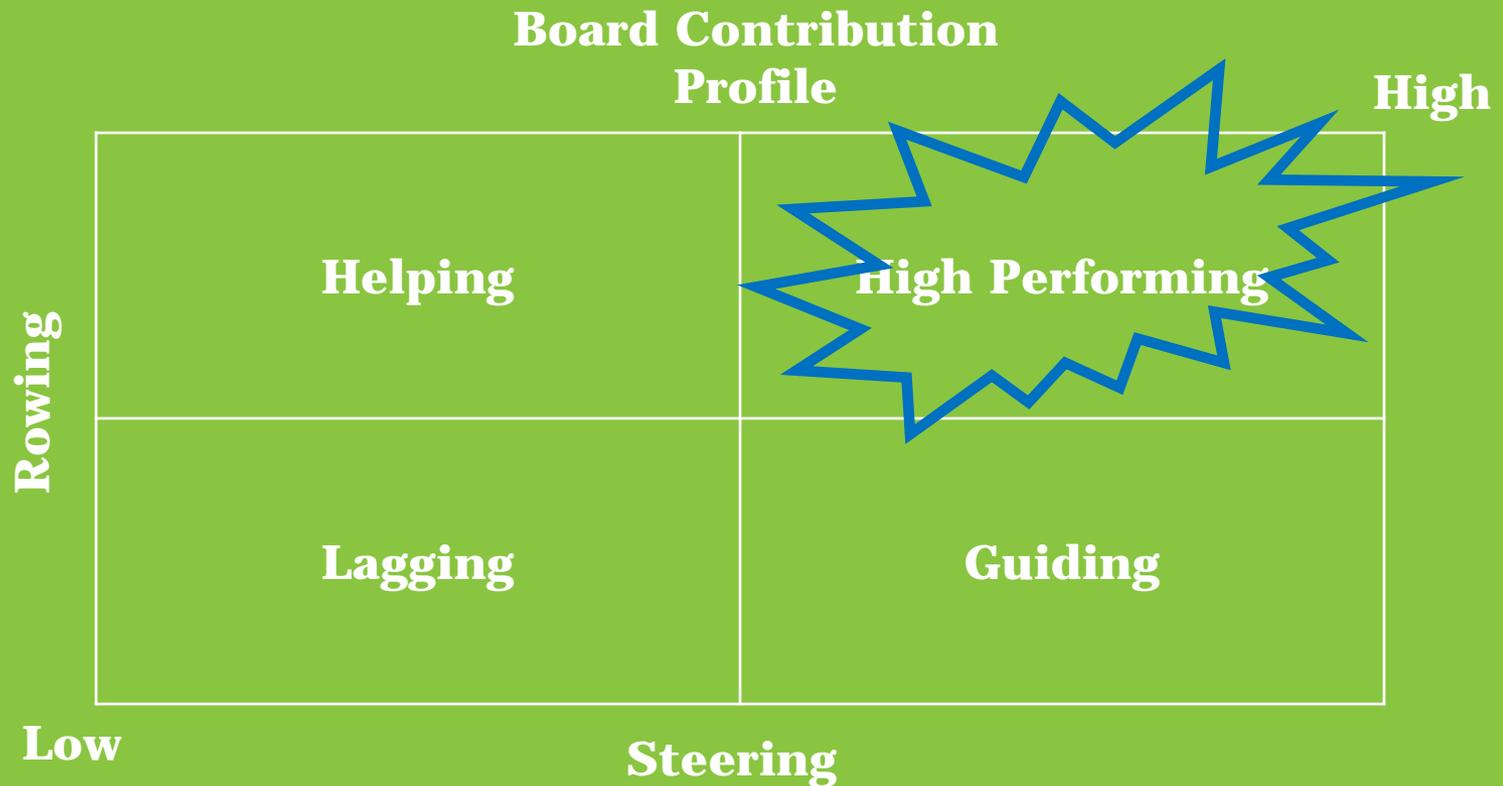
Core responsibilities

- R Determine the mission
- R Establish the vision and strategic direction
- R Monitor programs and service delivery
- R Assure legal and bylaws compliance
- R Oversee the organization's finances and protect its assets
- R Assure the organization has the resources it needs to fulfill its mission
- R Engage the community
- R Select, support and evaluate the executive director
- R Build the competency of the board

Sure, we do that stuff

Good boards cover all the basics... but what about great boards?

Rowing vs. Steering



4-Step Approach

- R Keep mission alive.
- R Agree on where you're headed (vision) and what your priorities are.
- R Be wicked clear – with yourselves and others.
- R Determine how you will measure progress and monitor your sails continuously.

Step 1: Mission

In 5 words or less, what good does your organization do and for whom?

Keeping mission alive

- R Make discussion about the mission routine
- R Post the mission statement in prominent places
- R Develop an elevator speech that every board member is prepared to recite
- R Include “mission moments” in every board meeting
- R Feature mission prominently in board member orientations
- R What else?

Step 2: Direction

- Ⓜ **As Main Street communities or networks you have a common focus**
- Ⓜ **How do you develop and define your shared vision**
- Ⓜ **How do you build your elevator statement**
- Ⓜ **This is key to your success in building sustainability for your downtown communities...**

Things to consider

- R What would I like our downtown organization to have accomplished in 5 years?
- R What will make me proud to have served on the board during that time?
- R What needs to be put in place to assure continuity from one board to the other

Step 3: Clarity

If you were to have a lunch meeting today with a prospective board member and she asked you...

“What will you expect of me as a board member?” What will I get in return?

What would you tell her?

Step 4: Measure Progress

You have the Main Street 4 point approach. Using it creates SMARTer Objectives:

R Specific

R Measurable

R Achievable

R Realistic

R Timed

R engaging

R rewarding

How monitor?

- R Your required quarterly reports gives you an automatic scorecard
- R Involve the community in benchmarking
- R What else?

Summing it all up

- R Palpate the heart regularly around mission
- R Assure your vision is relevant and guiding
- R Agree on priorities
- R Set SMARTer objectives
- R Craft an elevator message
- R Identify strategies for involving the community in measuring progress
- R Hold one another accountable

Questions

Thank you