# DEVELOPING A SMALL YOUTH NONPROFIT BOARD OF DIRECTORS TO SUPPORT FUNDRAISING AND VOLUNTEER ENGAGEMENT

Blayre Penn, MA.Ed Doctor of Education Candidate

Consultancy Project Defense Gardner-Webb University October 24, 2022



- Annual toy drive
- College prep 101
- Mentoring groups

### Introduction

### Girls Like Me, Inc

Nonprofit organization with a mission to "encourage & empower girls to go out into the world and live their dreams".

### Problem

Engagement of volunteers & donors have become stagnant and inconsistent.

The purpose of this project is to increase the engagement of volunteers & donors to provide more service to the community.

### SMART Goals & Deliverables

|   |                        | <b>Uuais</b> | a Denverance |          |
|---|------------------------|--------------|--------------|----------|
|   |                        |              |              |          |
|   |                        | Goal         |              | Deadline |
| 1 | Construction of organi | zational hyl | aws          |          |

Construction of organizational valuetoess to hale with the

2. Secure five additional volunteers to help with the 2022 annual toy drive.

3. By September 2022, start of official fundraising to support at least 50 children & their families with a fundraising goal of \$2,500.

June 2022

November 2022

> ecember 2022

# Literature Review of Theoretical Framework Lewin's Change Theory

#### Unfreeze

- 1. Recognize the need for change
  - -Encourage
    - replacements
    - -Ensure support
    - -Manage concerns

#### Change

- 2. Plan the changes
  - -Learn
  - -Implement

#### Refreeze

- 3. Changes are reinforced & stabilized
  - -Integrate
  - -Sustain
  - -Celebrate

# Mixed Methodology

#### Convergent

Collects qualitative and quantitative data simultaneously within the same phase of a research period. Both data sets are analyzed and compared to identify similar trends.

#### **Data Collection**

#### **Qualitative:**

Individual interviews

- Questions about donors
- Questions about volunteers

#### **Quantitative:**

- Yearly fundraising totals
- Denison Culture Survey
- Volunteer Functions Inventory

# Findings (board members)

| Quantitative |
|--------------|
|--------------|

Consistency:

Coordination & integration (69%)

"It is easy to coordinate projects across different organizations/

ministries of the organization."

#### Qualitative

What is your organization's fundraising engagement strategy?

"We engage our own personal networks, tell them about our commitment to GLM."

"We don't have a strategy"

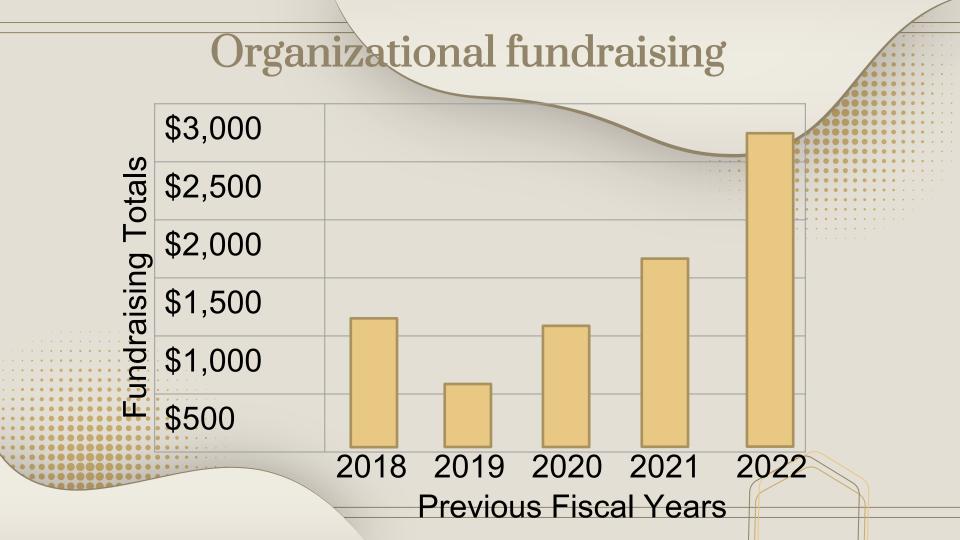
# Findings (volunteers)

# inteer Functions Survey

Volunteering lets me learn things through direct, hands-on experience.

I can explore my own strengths.

Volunteering is a way to make new friends.



### Project Schedule

Developing a Small Non-Profit Board of Directors to Support Fundraising & Volunteer Engagement

| 1        |                        |    |     |           |             |      |                        |                  |                             | _                | _             |       |    |     |      |    |      |            |            |            |             |              |      |              |              |              |           |      |   |    |         |    |           |              |              |     |             |          |     |      |          |   |   |    |      |      |   |    |    |    |     |               |    |    |    |    |     |     |     |   |    |        |    |
|----------|------------------------|----|-----|-----------|-------------|------|------------------------|------------------|-----------------------------|------------------|---------------|-------|----|-----|------|----|------|------------|------------|------------|-------------|--------------|------|--------------|--------------|--------------|-----------|------|---|----|---------|----|-----------|--------------|--------------|-----|-------------|----------|-----|------|----------|---|---|----|------|------|---|----|----|----|-----|---------------|----|----|----|----|-----|-----|-----|---|----|--------|----|
|          | QI                     |    |     |           |             |      |                        | Q2               |                             |                  |               |       |    |     |      |    |      |            | Q3         |            |             |              |      |              |              |              |           |      |   | Q4 |         |    |           |              |              |     |             |          |     |      |          |   |   |    |      |      |   |    |    |    |     |               |    |    |    |    |     |     |     |   |    |        |    |
|          | JANUARY FEBRUARY MARCH |    |     |           | APRIL MAY J |      |                        |                  |                             |                  | JUNE          |       |    |     | JULY |    |      | T          | AUGUST     |            |             |              |      | SEPTEMBER    |              |              |           |      |   | 00 | OCTOBER |    |           |              | NOVEMBER     |     |             |          |     |      | DECEMBER |   |   |    |      |      |   |    |    |    |     |               |    |    |    |    |     |     |     |   |    |        |    |
|          | 10                     | #  | 24  | #         | :           |      | 7                      | 14               | 21                          | 28               | 3             |       | 7  | 14  | 21   | 28 |      | 4          | 11         | 18         | 25          |              | 2    | 9            | 16           | #            | #         | 6    | # | 20 | ) #     |    | 4         | 11           | 18           | #   |             | 8        | # 2 | 22 2 | 29       |   | 5 | #  | 19   | #    |   | 3  | 10 | 17 | 7 2 | 4 3           | 31 | 7  | 14 | 2  | 1 2 | 28  |     | 5 | 12 | 19     | 20 |
| OJECT WI | 1                      | 2  | 3   | 4         | 5           | i    | 6                      | 7                | 8                           | 9                | 1             | 0 1   | 1  | 12  | 13   | 14 | 15   | #          | 17         | 18         | 19          | #            | #    | #            | 23           | #            | #         | 26   | # | 28 | 3 #     | #  |           | 32           | 33           | #   | 3           | 36       | # 3 | 38 3 | 39       | # | # | #  | 43   | #    | # | 46 | 47 | 48 | 3 4 | 9 5           | 50 | 51 | 52 | 5. | 3 5 | 54  | 55  | # | 57 | 58     | 5  |
|          |                        | Cr | eat | ion<br>2. | ı of<br>Pur | f do | cr<br>ocu<br>& :<br>se | eat<br>me<br>add | tior<br>ent<br>free<br>fleg | by<br>ss<br>al p | inp<br>pow    | outin | ng | nan |      |    |      |            |            |            |             |              |      |              |              |              |           |      |   |    |         |    |           |              |              |     |             |          |     |      |          |   |   |    |      |      |   |    |    |    |     |               |    |    |    |    |     |     |     |   |    |        |    |
|          |                        |    |     |           |             |      |                        |                  |                             |                  | nebe<br>ord i |       |    |     |      |    | Cou  | ınte<br>2. | r-te<br>Do | rro<br>cur | risr<br>ner | n &<br>t R   | : Du | ie I         | Dili<br>on F | iger<br>Poli | ice<br>cy | Pol  |   | ,  |         |    |           |              |              |     |             |          |     |      |          |   |   |    |      |      |   |    |    |    |     |               |    |    |    |    |     |     |     |   |    | 1      |    |
|          |                        |    |     |           |             |      |                        |                  |                             |                  |               |       |    |     |      | 4. | . Co | ode        | of l       | Eth<br>nd: | ics<br>mei  | & \<br>1ts 1 | Vhi  | stle<br>ie 1 | eblo<br>Arti | owe          | er P      | olio | у |    |         | SE | Dr<br>mir | rive<br>ng f | Fu:<br>for 1 | ndr | aisi<br>tye | ng<br>ar |     |      |          |   |   |    |      |      |   |    |    |    |     |               |    |    |    |    |     |     |     |   |    | i<br>i | ,  |
|          |                        |    |     |           |             |      |                        |                  |                             |                  |               |       |    |     |      |    |      |            |            |            |             |              |      |              |              |              |           |      |   | 2  | . St    | 3. | egi       | c pl         | ann<br>oy d  |     | to<br>e     | ma       |     | t fo | ÞΓ       |   |   | Of | fici | al f |   |    |    |    |     | : Fu<br>ins i |    |    |    |    | оу  | Dri | ive |   |    |        |    |

## Recommendations

| Objectives / Activity                             | Timeline | Resources  |
|---|----------|--|
| Review organizational bylaws & plan strategically | annually | -board of directors -bylaws  |
| Revised feedback plan -Donor Profile              | ongoing  | <ul><li>-board of directors</li><li>-donor profile</li><li>-contact info</li></ul> |
| -Volunteer Interest Survey                        | ongoing  | -board of directors -feedback survey -contact info                                 |
|   |          |  |

. . . . . . . . . . . . . . . .



Any questions?

