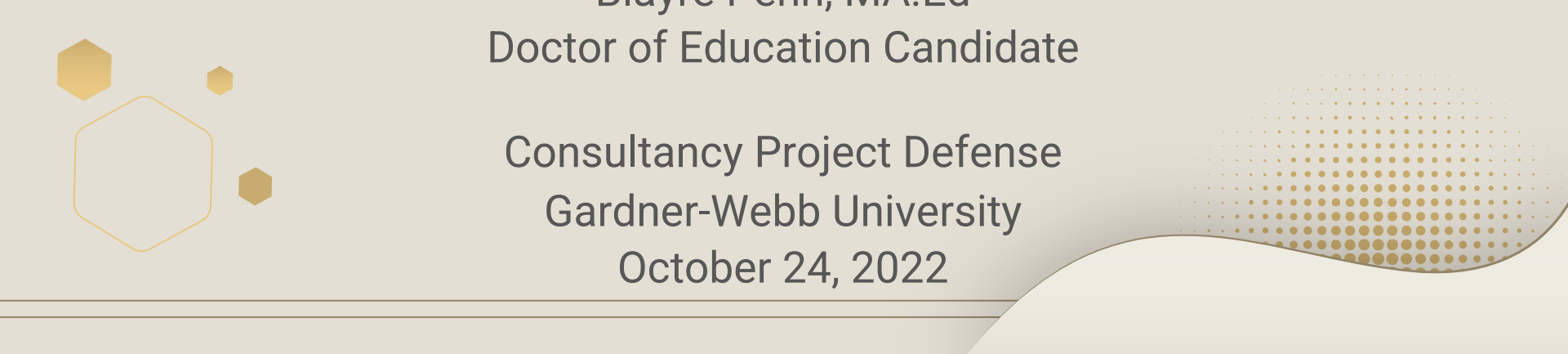




DEVELOPING A SMALL YOUTH NONPROFIT BOARD OF DIRECTORS TO SUPPORT FUNDRAISING AND VOLUNTEER ENGAGEMENT

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Introduction



Girls Like Me, Inc
Nonprofit organization with
a mission to “encourage &
empower girls to go out into
the world and live their
dreams”.



- Annual toy drive
- College prep 101
- Mentoring groups

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

| Goal | Deadline |
|--|---------------|
| 1. Construction of organizational bylaws | June 2022 |
| 2. Secure five additional volunteers to help with the 2022 annual toy drive. | November 2022 |
| 3. By September 2022, start of official fundraising to support at least 50 children & their families with a fundraising goal of \$2,500. | December 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)

Volunteer Functions Survey

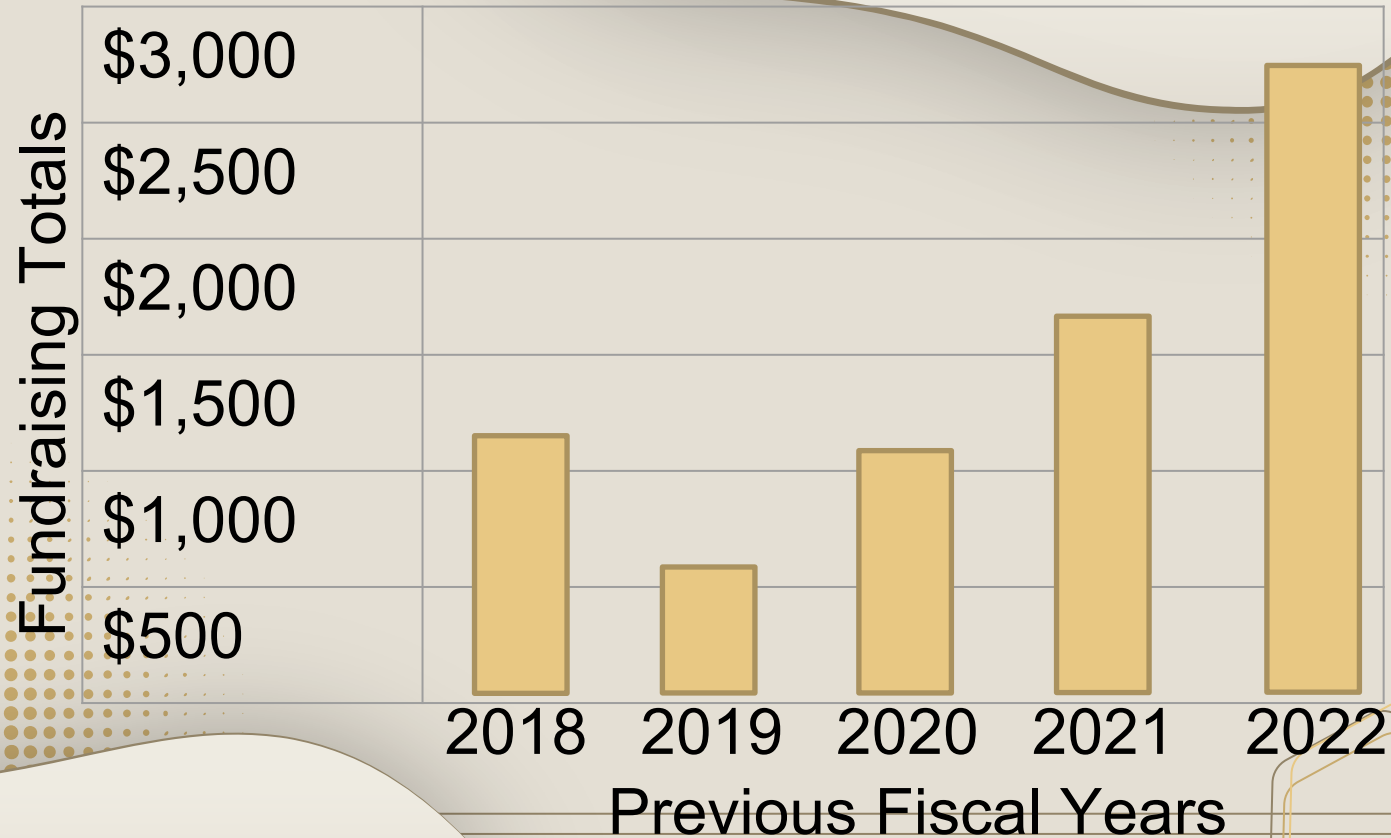
Volunteering lets me learn things through direct, hands-on experience.

I can explore my own strengths.

Volunteering is a way to make new friends.

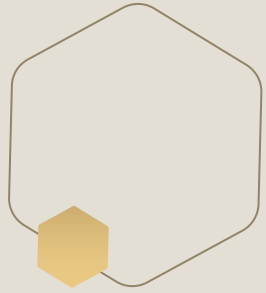


Organizational fundraising



Recommendations

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



Reflection / Thank you

Any questions?

