

2024 NONPROFIT LEADERSHIP CONFERENCE



May 8, 2024
Minneapolis



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Getting Buy-In From Your Organization - Community Centric Fundraising

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A Brief History of CCF/My Introduction to it

- Vu Le, creator of NonprofitAF.com, published a blog post in 2015 about the need for nonprofits to move away from the donor-centric fundraising model.
- Following this blog post, he created and posted a list of principles for community centered fundraising.
- Inspired by the ideas of Vu Le, a large convening of fundraisers of color met in Seattle in 2018 to discuss their experiences as fundraisers of color.
- They soon formed the first Community Centric Fundraising chapter, and the movement was started.
- The movement has spread across the nation, and many nonprofits in the Twin Cities have already incorporated CCF into their Development practices.
- A friend and former colleague of mine, Matt Boston, invited me to join an external nonprofit resource group he had created, Collaborative of Allied Directors for Racial Equity (CADRE).
- CADRE meets monthly, and each meeting is centered around one of the 10 CCF principles, and how group members do or don't see that principle within fundraising at their organizations.



Introducing CCF to my Organization: Part 1

- After several months of participation in CADRE, I decided to bring up the topic of CCF to my manager, as it had never come up in fundraising conversations/strategies at Greater Twin Cities United Way.
- My manager had never heard of the movement, but was quickly a fan.
- She encouraged me to share my knowledge of CCF with fundraising leadership at our org, so I scheduled meetings with a director and 2 VPs.
- I received positive feedback from leadership, and was further encouraged to share the CCF principles out with our entire fundraising team via a “lunch-n-learn” format.
- Mala Thao, the Vice President of Individual Philanthropy and Donor Diversification, agreed to collaborate with me on the new learning series.



Introducing CCF to my Organization: Part 2

- Mala and I agreed that the series should be made up of (10) bi-weekly, 50 minute sessions (all virtual).
- Like in CADRE, each session would focus on 1 CCF principle.
- Mala allowed me to use her assistant in figuring out the best schedule for the series, taking into consideration what day/time would work best for the majority of the fundraising team.
- The Community Centric Fundraising Series was introduced to the fundraising team as an optional learning series, but I asked managers to encourage their individual teams to attend as many sessions as possible.
- We eventually added an additional session at the end of the series, requested by staff, as a means of reflection next steps discussion.



Introducing CCF to my Organization: Part 3

- Each session opened with a brief history of CCF and a list of all 10 CCF principles.
- Reflection questions were shared before diving into the principle for each particular session.
 - Questions included: “Do you find value in this principle?”, “Do you see this principle utilized within our current fundraising strategies?”, “Do you disagree with this principle as it relates to fundraising?”.
- Then that session’s principle was defined, and examples of the principle in practice were given (information was taken from the CCF website).
 - I asked participants to take turns reading the principles and examples allowed to the group.
- The rest of the session was dedicated to discussion around the principle.



Introducing CCF to my Organization: Part 4

- Throughout the course of the CCF series, 10 staff regularly attended each session.
- At least one member of the fundraising leadership team was always present.
- Many on the fundraising team were interested in and aligned with the majority of the CCF principles.
- Those who worked with individual donors had different perspectives and concerns than those who worked with corporate partners.
- The CEO attended a couple sessions as well (which was a bit nerve wracking to be honest).
 - He wasn't sold on the idea of CCF, but did help to answer clarifying questions that came up from staff members.
- Some fundraising team members asked about next steps after the series concluded.



Next Steps After Initial Introduction

- A survey was sent out to the fundraising team asking if anyone was interested in joining a CCF task force, to be led by Mala and me.
- 3 team members initially expressed interest, while another team member was encouraged to join by their manager.
- The 5-person task force was sponsored by Mala, who acted as our leadership team representative.
- The task force met once a month, and discussed ways that we could spread the word about CCF.
 - Ideas included presenting the CCF principles to the individual fundraising teams during team meetings, building buy-in from the ground up
- Mala would share updates on task force plans with leadership, and gauge leadership's interest in and reservations about embedding CCF.



CCF Beyond GTCUW

- I left GTCUW in the fall of 2023, and unfortunately the work of getting total buy-in for CCF has stalled.
 - Having at least one person who can take on the (sometimes immense) work of introducing and embedding CCF into the fundraising strategy is critical.
- When I interviewed for my current position, I asked if the organization was familiar with CCF, and to my delight they were!
 - A Development Committee member had introduced the committee and org leadership to CCF 6 months previously.
- I recently did a review of CCF with the Development Committee, and everyone was aligned with the principles.
- Friends School was, and continues to be, all in on CCF.
 - It helps that the school's adherence to Quaker values translates well to CCF



Comments, Questions, Curiosities, Etc.

- Feel free to reach out for a chat!
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