Strategies for Surviving (and Thriving) in the Midst of this Craziness


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Forefront
Engaging for impact
Demand for Services Increasing

2015 STATE OF THE NONPROFIT SECTOR

IN 2014, SERVICE/PROGRAM DEMAND...

- significantly increased: 31%
- slightly increased: 42%
- stayed the same: 24%
- slightly decreased: 3%
- significantly decreased: <1%

ABLE TO MEET 2014 DEMAND?

- Yes: 53%
- No: 47%

respondents: 433
Capacity? What Capacity?
Increased Privatization of Services
Traditional Fundraising May Be Losing Appeal
Changing Face of Philanthropy
Social Innovation is Cool
Things are getting better and better, worse and worse, faster and faster
You Have Two Options.
Your mission, should you choose to accept it...
It’s not an easy path
Where Are the Opportunities
The Elevator Pitch!
Save the Date!

#ILGive is Nov. 29, 2016!

ILGive.com
More Individual Donors

- $5.7 million for 350 nonprofits
- 27,000 Donors (5,500 New Donors!)
- www.ilgive.com
Create R+D (or the “What if”) Department

• Spur innovation & vibrant culture

• Professional development

• Engagement of stakeholders
Engaging Millennials
Engaging Millennials

PERSONAL IMPACT

How much impact do you think a person like you can have in the U.S. to make it a better place to live?

- 5% No impact at all
- 23% A small impact
- 37% A moderate impact
- 30% A big impact
- 5% Don’t know

MILLENNIAL CAUSE ENGAGEMENT

- 46% had volunteered for a cause affiliated with a social issue they care about in the past month
- 52% had donated to a cause affiliated with a social issue they care about in the past month
- 64% had signed petitions for issues they care about in the past month

2016 Millennial Impact Report
Millennials are

• Focused on impact
• Entrepreneurial
• Focused on purpose and profit
  Engaged in “causes”
  Sector-agnostic
• Giving during their lifetime
Scale of Engagement

- Awareness
- Learning
- Volunteer
- Invest $
- Emotional Connection
- Co-Owning
Who are your priority prospects?

On a scale of 1-4, rate your prospects:

• Alignment with mission

• Level of engagement

• Capacity to give

• Accessibility
Lets start a social enterprise! 

!!!
A social enterprise is a mission-driven organization that uses private sector business models for selling goods and services to generate revenues to cover the expenses of the enterprise.

Some social enterprises have the goal of generating a surplus to further the mission of the nonprofit parent.
Social Enterprise
Key Questions for Social Enterprise

Does the social enterprise align with the nonprofit’s:

- Mission?
- Programs?
- Capacity?
- Financial goals/risk appetite?
- Culture?
Impact Investing

• Seek financial and social returns (PRIs, MRIs)

• $600 bil. by 2020

• Few traditional nfps are appropriate recipients
Collaborations, Partnerships, Mergers, Oh My!

• Mission vs. organization

• Ideally when you are financially sustainably

• Can be complicated and expensive