

Time Management and Engaging Volunteer Leaders in Your Mission

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What nonprofit executive has not said, "I wish I had more time!" There's always more to do than can possibly be done. Two keys to being an effective nonprofit executive are in time management and in engaging the Board in your mission.

TIME MANAGEMENT

Prioritizing

- Impact / Urgency

EXERCISE: Time Management Activity – Prioritizing by Level of Impact and Urgency

Organizing

- Calendar/Scheduling
 - Decide when you will complete tasks that require focus
 - Budget extra time for travel and arrive early
 - Use waiting time
- Technology – decrease time needed to complete tasks, freeing up time for other activities

Accountability

- 10 Minute Morning Meetings

Letting Go – Saying No – Does it tie to my strategic goals?

Delegating

- Staff
- Volunteers
- Interns

ENGAGING VOLUNTEER LEADERS IN YOUR MISSION

Consider your Board's purpose

- Set direction



- Ensure resources
- Provide oversight

Executive Director as Leader/Facilitator

The Benefits of a committee structure

- Committees help get the work done
- Committee members may be your future Board members

Don't try to force leaders to do what they don't want to do

- Identify activities Board members want to participate in
- Provide the administrative support for them to engage in those activities
- Example: Supporting the Fundraising Effort (see handout)

EXERCISE: Small Group Discussion on Ways to Engage the Board

TIME MANAGEMENT ACTIVITY– Small Group
Feedback on Prioritizing by Impact and Urgency

IMPACT

URGENCY

<p>High Impact/ High Urgency</p> <ul style="list-style-type: none"> ● Referrals ● Clients/ Members ● Prospecting (prospective members) ● Some calls/ emails ● Vendors (strong ties) ● Networking (high quality) 	<p>Low Impact/ High Urgency</p> <ul style="list-style-type: none"> ● Proposals ● Power points ● Networking (lower quality) ● Office work ● Paperwork with deadlines ● Presentations ● Unpacking/ moving
<p>High Impact/ Low Urgency</p> <ul style="list-style-type: none"> ● Exercise ● Lunches ● Center of influence ● Training management ● Continuing education 	<p>Low Impact/ Low Urgency</p> <ul style="list-style-type: none"> ● Other emails ● Other paperwork ● Other calls ● News ● Social media

BOARD ENGAGEMENT ACTIVITY – Small Group **Feedback on Ways to Engage Your Board**

Activities Perceived as Helpful

- Planning
 - Events
 - Projects
- Presentations
- Reach out to lapsed members
- Recruit new members
- Mentoring
- Reach out to vendors

Things to Consider

- Peers have influence over peers (physicians calling physicians can be more effective than staff calling)
- Vendors may want access to physicians so may more readily take their call
- Carefully define time commitment for volunteer work and stick to the time limits
- Volunteers often need staff to provide training, support and supervision for the volunteer work to be effective and meaningful for the volunteer and the organization
- Board member engagement can breathe new life into the Board
- Volunteers can be a source of Board members; consider involving candidates for Board service on a committee or in volunteer service prior to nomination to the Board

SUPPORTING THE FUNDRAISING EFFORT

There are many ways to support the fundraising effort:

- Make a financial contribution to the organization that is meaningful to you
- Talk to friends, family, neighbors and acquaintances about the organization
- Send a personally handwritten thank you note for each gift
- Make phone calls to thank donors for their recent gift
- Personalize letters for the annual appeal
- Make phone calls to donors to ask them to support an appeal with a gift
- Take a donor who made a recent gift to breakfast, lunch, dinner, golf, theater, concert, sporting event, etc. to thank them for their support
- Participate in a site visit by the one of the foundations that supports the organization
- Attend a grant awards ceremony to represent the organization
- Invite a donor or prospective donor to see the mission in action
- Take a donor or prospective donor out to breakfast, lunch, dinner, golf, etc. to meet one or more leaders of the organization
- Talk with decision-makers in your church, country club, civic group, etc. about your organization and offer ways for them to consider supporting the mission that complements their own mission
- Attend donor appreciation events; if possible, host or financially sponsor a donor appreciation event
- Host a “friend-raiser” at your home, club or church
- Purchase one or more tables for your annual event and strategically fill your table(s) with people who you would like to introduce to the organization
- Review auction items in advance and plan to bid on one or more items; help to create excitement during bidding
- Encourage others to consider the auction items
- Provide or solicit an in-kind gift for the auction
- Visit with a prospect who is being cultivated for a major or planned gift solicitation
- Participate in a solicitation visit
- Meet with a donor who has provided a major or planned gift in the last year and tell them about the impact their gift has made
- Serve on the Development Committee
- Help to organize a fundraising event or serve on an event planning committee
- Serve on the campaign cabinet for your organization’s capital campaign
- Leverage your support by providing a matching gift

All types of support for the fundraising effort are valuable. The ways you choose to support the effort is up to you. Select something that is comfortable and follow through on it. Make your effort your own. It is important for your effort to be genuine and for it to deepen your own connection to the organization while connecting others. The most important thing is to have fun and enjoy the fundraising effort!