

NOTES by Krystyna Parafinczuk | Sunday, January 8, 2023

<https://cfsaz.org/rnbc2023resources/>

REIMAGINING NONPROFIT BOARDS

Presented by the Connie Hillman Family Foundation

Center for Healthy Nonprofits | Community Foundation of Southern Arizona

Keynote speaker: Vu Le (voo lay) – writes the bog NonprofitAF.com

Other guest presenters: Domonic Rollins/facilitator of inclusive organizational change, Susan Decker/nonprofit consultant, and Joan Garry/international executive coach for CEO

HUMOR – both Vu Le and Joan Garry used humor in their presentations and they were hysterical. Vu included a **picture of a baby animal** in EACH SLIDE. Said research shows that people who look at baby animal pictures are more productive. With each slide change he identified the animal. Joan Garry reminded me of Lewis Black and would make a great standup comic. Both provided valuable insight and information. And they made up laugh.

Vu Le

You can accomplish anything if you *lower your standards*.

10% of the workforce is in the NONPROFIT sector, however there are no TV shows or pictures (like FOODIES, NCIS) to promote our JOBS. We need publicists. *[which is why I keep asking all of you to 'share' the posts/information you receive]*

Reimagining Boards – example: Children were asked to draw a 'new' fish. Half were shown an example of a fish, and the other half viewed no example. Those who did not view the example drew more creative fish. The other group drew images similar to the example. **Archetypes affect us.**

The current way we fundraise is AWFUL. Handwritten thank you notes. Profusely using the word YOU ... “because of YOU, we were able to ... “ Excessive gratitude.

If we used the example of *husband-centered (like donor-centered)*, would we profusely thank him for washing the dishes, and the children thank him, and continue stating the home is now a better place to live and raise the children, and that poverty will be greatly reduced by his efforts/actions?

Talk to donors.

Maybe if AMAZON paid more taxes or PAID THEIR WORKERS better wages, then we (nonprofit sector) would not need to feed and house so many people.

COMING: SHARED LEADERSHIP & DISTRIBUTED POWER

The Board AND THE STAFF would hire an Executive Director. The STAFF needs to have a voice in hiring.

BOARD MEMBERS in 1/3rds

1/3 helpful

1/3 useless (give them something to do and see what happens)

1/3 destructive (remove)

ROBERTS RULES from 1876 – STOP USING

RULES ARE SUGGESTIONS – made up

100% giving - WHY? If board members formed the nonprofit to do good and they are ‘serving’ the organization/mission, why do they need to GIVE (\$\$)?

The condition to give financially offended a Vietnamese organization board that we doing ‘good.’ They refused to give monetary donation.

UNREASONABLE DEMAND BY FUNDERS TO REQUIRE THE BOARD TO GIVE MONETARY DONATION (provided they are serving the organization).

FUTUREISTIC THINKING – Create the FUTURE and work backwards.

Board does the basics and GETS THE HELL OUT OF THE WAY

(staff/ExDir/CEO)

Formation of COMMUNITY BOARDS is more productive, and fun – community building. Meetings include meals, childcare – JOYFUL BOARD

TO DO and TO BE

When you meet someone, what do Americans ask? *What do you do? Where do you work?*

When people in a Vietnamese village meet someone, they ask:

What village are you from?

What food is your village known for?

What church bell did you hear growing up?

Community-centered board is mission driven.

Nonprofit organizations do not operate like *for profit* businesses. They do not want to hoard all the money. If a nonprofit organization sees that another NP has a greater need, they can ask the funder to give the grant to the more needy.

NONPROFITS make the BEST ACCOUNTANTS

FUNDERS

NPs EXPECTED TO PERFORM MIRACLES

Here's \$5000 for 'toothpicks,' now go eliminate homelessness

INPUTS / OUTPUTS

900 hungry / 900 fed > but for funders stating '900 are no longer hungry' is not enough. Need to BS ... reducing poverty, reducing bank robberies... !!

NONPROFITS – OWN OUR POWER – WE ARE NOT INFERIOR

Example: someone created a WiFi JUICING MACHINE – received \$125 million in capital. And we can juice by hand. That \$125 million could have been used to end racism or ?

Should BOARDS focus on \$money or LIVED EXPERIENCES?

BOARDS are NOT THE BOSS of the Ex Director

White supremacy > we must stand against white supremacy, racism and injustice.

DO YOU FEAR ALIENATING DONORS BY STANDING AGAINST WHITE SUPREMACY?

THINK BIG

DO THE RIGHT THING over DOING THINGS RIGHT

REMEMBER ... IT IS ALL MADE UP.

WE ARE JEDI UNICORNS.

Domonic Rollins

Suggested reading by Brene Brown

Braving The Wilderness offers a four-step process to find true belonging through authenticity, bravery, trust, and vulnerability since it's mostly about learning to stand alone rather than trying to fit in.

CONTEXT BEFORE CONTENT | What vs How | Dynamics of Status Quo

DIVERSE COMMUNITY BOARDS

BLACK PEOPLE MIGRATED TO OPPORTUNITIES (Tallahassee to NY)

Create opportunities for ongoing learning and development.

HARMONIZING won't solve issues. It's only an attempt to do something, but will not solve issues. It goes beyond choosing individual actors.

ILLUSION OF INCLUSION (various diagrams were projected showing that 'inclusion' was just an illusion)

Susan Decker

49% of boards are disconnected from the community, are ill informed, lack racial and ethnic diversity and are preoccupied with fundraising

Takes WILL to be a strong board.

Easy to be a BAD board – BOD don't have to do much

Role of Board as SUPPORT TO STAFF – not OVERLORD

Recognizing an individual example:

Letters after a name – Susan asked a man/presenter what the initials stood for after his name. She didn't know and was brave enough to ask. He said she was the first to ask him that question. The initials meant NOTHING, but he only got noticed and invited to participate AFTER HE ADDED LETTERS AFTER HIS NAME. Now he is consider a PROPHET in his own land.

TRUSTEE is a better title than DIRECTOR. Implies more responsibility, service to the sector.

Question posed: *If the board didn't meet for one year, what would be the consequences? Many answered "I'd have _ hrs back of my life."*

Board & Staff: Shared decisions

BOARD MEMBERS hold BOARD MEMBERS ACCOUNTABLE

How many times do you overlook board members not fulfilling their role?

Purpose: Driven Board Leadership

WHAT'S YOUR LEGACY TO THE BOARD?

BOARD RECRUITMENT from ASSOCIATIONS > ethnic

MAKE MEETING BETTER > START with NEW BUSINESS (not old)

What kind of governance legacy do you want to leave?

SERVE on the Board | NOT 'SIT' on the board

Strategic Thinking for New Business – How do we want to work together?

Joan Garry

Image of a twin engine plane | co-pilots | board and staff both have to FIRE to take off

Or image of DANCE PARTNERS – both have to dance 'together'

Do not undermine each other

Board Engagement: Get clarity of role, orientation, board 'buddies' | Add food, wine, games, daycare, educational programming

Executive Director: Step back and let board talk. Keep 'engaged' versus informational.

Crucial conversation with bad board members: Why are you part of the board?

Recruit diverse board members (search in associations)

Trust & safety in board atmosphere

Authentic relationship vs token board members

Time to make space for reflecting 'community.'

Careful of cultural practices that may be offensive ... like singing DIXIE because you LIKE THE SONG. (this was a real example by one of the attendees / rotary club / never occurred to them it was wrong to sing – lost new directors/members)

WAIT

Ask yourself:

Why am I talking?

Why am I not talking?

Intent, respectful

Try your BEST

What does it look like to be culturally safe?

ATTENDEES: ORCHESTRA OF CHAMPIONS FOR OUR [NP] SUCCESS

NONPROFIT SECTOR IS A **MOVEMENT**

WE HOLD THE GOLDEN TICKET of MEANING and PURPOSE.

Hunt for a LIVE WORTH LIVING

E.M.T. Story

Those in the ambulance ask three questions:

- 1) Will I make it to the hospital? (E.M.T. no longer says YES, but gives a probability answer)
- 2) Do you think people will remember me?
- 3) Will YOU remember me?

WE are wearing the RUBY SLIPPERS

FAIR – JUST – BEAUTIFUL

DESTINATION: MINDSET – ABUNDANCE – INNOVATION > NOW PLAN THE TRIP

INVEST IN SOCIAL MEDIA, BROADCASTING, P.R.

SPREAD THE WORD ABOUT WHAT YOU DO

OUR JOB IS TO REPAIR THE WORLD

CREATE 3 short VIDEOS:

Did you know,

Did you know,

Did you know,...

Social media posts ... few lines of copy

You are in the business of 'inviting' people into your NP

Talk to EVERYONE (even in the supermarket checkout line)

New word: **AMBASSING** (being an ambassador for your NP)

Suggested reading (required for team building, new board members training)

GOOD TO GREAT by Jim Collins | discussions

Get the RIGHT people on the BUS in the RIGHT SEAT!

Curate 'carefully' and wait for the right people.

Approach work with 'intention.'

Slow down to go 'fast' [with the right people]

Build architecture for the board | P.R. firms / media relations / diversity

HR people

Look for LEADS to get you PROSPECTS

PILOT LIGHT 'on' for your organization | Your job to STROKE the pilot light.

If they want to HELP, have them dig DEEPER (to come up with what they can do)

Executive Directors often say "My board is not engaged."

Passionate > adding value > innovative ideas > **follow through**

GAS TANK: FILL tank or EMPTY TANK (board meetings)

1/3 rd Rock stars

1/3rd Do if you ask them

1/3rd dead weight > hoping they will self-select themselves off the board, hopefully.

Do if you ask them: Ask them to CREATE AN IDEA, present it to the Board (opp to show off), discuss, ask to do the assignment and present to the board for approval. If they do the work, they will go in the ROCK STAR 1/3rd

Operate at all three levels at each meeting:

Fiduciary: Risk Management

Strategic: Problem solving

Generative: Imagine what is possible

ACTION ITEMS

HIGHER ALTITUDE ADVICE

- 1) Raise your gaze
- 2) Be a 5 STAR storyteller
- 3) Value partnership
- 4) Make every donor\$\$ count
- 5) Invest in sustainability

Example of what you want to hear and what you don't want to hear.

Someone asked a person if they were still on the XYZ board. Response: YES

Preferred response: Yes, I'm the director at ___ and I LOVE IT. Let me tell you a great story.

Joan Garry runs **LeadershipLab** | discount offer for attendees to join

thelab.ws/CFSA

Joan concluded with a song playing the ukulele!!! WHAT A WONDERFUL WORLD by Louis Armstrong. Very moving – we all sang. HOPE

This was the first of this type of meeting organized and hosted by **Center for Healthy Nonprofits | Community Foundation of Southern Arizona**. Many were happy to reconnect with people they had not seen in a long time (COVID). I saw CLAIRE WEST, and met a few people where we had definite connections. For instance, the two people who sat next to me were originally

from CHICAGO! Somehow we always manage to attract – unknowingly. It was a great way to spend a SUNDAY from 11 am – 5 pm. Lunch was provided and we ate OUTSIDE. I hope everyone had on their sunscreen! *Krystyna*