

Generating Nonprofit Solutions

June 2011



In This Issue

[Letter from Trudy Smith, Executive Director](#)

[Does your Board Need a Shot in the Arm?](#)

[Board Retreat Helps Launch Contemporary Art Museum](#)

[Community Outreach](#)

[2011 Scholarship Fund has Grown](#)

[ESC News](#)

[ESC 2010 Report to the Community](#)

[Request to receive our Newsletter](#)

[Send ESC questions or make a comment!](#)

[ESC Contact Information](#)

www.esctrangle.org

escgt@mindspring.com

(919) 294-9803

PO Box 51152

Durham, NC 27717



Letter from Trudy Smith

ESC Executive Director



Dear Members of the Nonprofit Community,

Our second edition of "Generating Solutions" arrives along with the summer heat. This issue focuses on the great opportunity and value a Board retreat can provide for your whole organization.

Many nonprofits benefit from an annual Board retreat, an extended period of time set aside for the organization to do some reflection on the present and visioning about the future. Taking the time to craft a thoughtful agenda and having a successful retreat can be easy with trained facilitators like our consultants at ESC.

Part of ESC's own Strategic Plan is to expand our business and our staff in Wake County. I am proud to announce that we have hired a new Associate Director for Wake County -- Kate Mazza. Kate lives in Cary and has 21 years of community advocacy in North Carolina. Her ties to Triangle nonprofits include a diversity of organizations with missions focused on arts, education, faith, and community outreach. Kate is excited about her new leadership role in expanding ESC's presence in Wake County. With confidence, she brings us the experience to expand our resources, clientele and marketability of our services. Kate can be reached by email: kate@esctrangle.org.



If you want to learn more about ESC or begin planning your Board retreat, click here www.esctrangle.org, or contact me at escgt@mindspring.com.

Trudy Smith
Executive Director, ESC of the Triangle



Does your Board Need a Shot in the Arm? Maybe it's Time for a Board Retreat

Ed Haugh, ESC Consultant

A retreat offers the Board a chance to devote a significant block of time together in thoughtful discussion, problem solving, and maybe even in some fun activities. A Board retreat might be used to review and update your mission, vision and values, address critical issues and challenges, realign strategic priorities, evaluate outcomes and long-term impact, or promote more effective interaction among the Board members.

Successful Board retreats require considerable advance planning. A retreat planning committee should be established, preferably including the Board Chair and Executive Director. Clear objectives should be set and an agenda agreed upon. Often a pre-retreat questionnaire is used to elicit the Board members' issues and concerns. A qualified outside facilitator can enhance the quality of the retreat, and planning with them should begin several months in advance.

While a successful Board retreat requires significant advanced planning, the allocation of precious time and a commitment by the participants to engage actively in the process, the reward could be a more energized Board, with a clearer vision for the future and a better idea of how to improve outcomes and impact on the community.

The consultants of the Executive Service Corps have conducted successful board retreats for many Triangle nonprofits (see the story in this issue of a successful Board retreat at the Contemporary Art Museum in Raleigh). Contact us if you would like help to plan, conduct, and follow up on an upcoming retreat.

[Return to Top](#)



Board Retreat Helps Launch Contemporary Art Museum

Daniel Robinson, ESC Consultant



April 30, 2011 marked the formal opening of the Contemporary Art Museum (CAM), a museum of contemporary art and design in downtown Raleigh's historic warehouse district. It describes itself as a "museum that explores what's now and nearing in an always changing environment."

It was a long road to opening day. Board Chairs Raven Manocchio of the Contemporary Art Museum (CAM) and Carson Brice of the Contemporary Art Foundation (CAF) can tell you that the successful opening was based on years of hard work, collaboration and preparation. As part of that preparation, they contacted Executive Service Corps of the Triangle (ESC) about facilitating a pre-opening board retreat with the objective of fostering within both boards a shared understanding of the museum's goals and direction.

Based on meetings with representatives of the boards of directors, museum staff and members of the NCSU College of Design, ESC created and conducted CAM's first formal board survey. The survey results helped the ESC team identify organizational objectives, clarify board members' concerns, and shape the retreat agenda.

The retreat began with a focus on clarifying individual and organizational roles and responsibilities – an important undertaking given the involvement of two boards of directors and the NCSU College of Design. Once roles were defined, the museum's leadership team was able to offer an overview of museum operations and activities for the next two to three years, which included action items and deliverables at both the committee and board levels.

Ultimately, the retreat served to create the sense of urgency required for CAM to accomplish its stated goals during the run-up to the museum's opening and beyond. According to Manocchio, the ESC team "brought clear organization and helped define expectations and successful outcomes. I would recommend them for any non-profit."

[Return to Top](#)



Community Outreach

ESC Executive Director Trudy Smith and ESC consultant Daniel Robinson presented a free workshop to 14 Wake County nonprofits entitled "**Engaging Board Members in the Fundraising Process.**" This workshop, offered through the City of Raleigh's Project LIFT (**Let's Impact The Future Together**), provided attendees useful templates for an annual fundraising plan, a crash course in the value of the case statement, the importance of an active Fund Development committee and having your ENTIRE board engaged in the fundraising process.

ESC presented the topic of "**Volunteer Recruitment, Retention and Recognition**" as part of the NC Association of Aging Annual Conference in Greensboro. Led by ESC consultant Jane Kornblut, an expert on volunteer management, this interactive workshop helped participants hone in on ways to attract volunteers. Topics included persuasive marketing, methods of keeping volunteers engaged, and how to thank and recognize those who keep your nonprofit going each day.

Trudy Smith led a group discussion on "**Executive Director Burnout and the Value of Coaching**" with a group of nonprofit professionals. The discussion focused on how to identify the signs of burnout, how to delegate and protect your time, and how to share when things are not going well.

To learn more about any of these subjects, contact Trudy Smith. (via email: escgt@mindspring.com or cell 919-641-9173)

[Return to Top](#)



2011 Scholarship Fund has Grown

In 2011, ESC received a total of \$10,500 from the BIN Foundation, the Wachovia Wells Fargo Foundation and the Durham Merchants Association Charitable Foundation to support our work with nonprofits. These funds will be used for scholarships for nonprofits that want to use our services but can't fully pay for them. Let us know if you want to apply for this assistance.

[Return to Top](#)



ESC News



New Office Location

ESC has moved to a new office at 3211 Shannon Drive, Suite #410 in Durham. Stop by and learn more about how we can help your nonprofit thrive.

2010 Report to the Community

Our 2010 Report to the Community highlights the solutions we provided to Triangle nonprofits. If you would like a copy, write Trudy Smith at escgt@mindspring.com, or click here to see it online at www.esctriangle.org.