


# Is The Check Engine Light On?

Shawn Callaway



# Gauging the Health of YOUR Foundation



01

## BOARD OF DIRECTORS

Do you have the right people on the bus and are they engaged?

02

## IMAGE

What does the average citizen think about your foundation or are you the best kept secret?

03

## PROGRAMS

Do the programs you fund mirror your mission statement and are they exciting to your donor?

04

## DEVELOPMENT

Do you have a comprehensive Development Plan and pipeline that every Director has filled out and bought into?

05

## INFRASTRUCTURE

Do you look at best practices and have the policies and procedures in place to guarantee success and adherence to the mission, vision and value statements?

01

BOARD OF  
DIRECTORS



# Hold A Board of Director's Orientation

- ✓ Define the *Mission, Purpose and Framework of Operations*...
- ✓ Explain what the *Board does* i.e. power Board, working Board...
- ✓ Explain the organizational *structure*...
- ✓ Explain how voting works, what a quorum entails, if you can vote electronically...
- ✓ Explain the *current projects and vision* for the future...
- ✓ Walk through the *strategic plan* and direction of the organization...
- ✓ Give a *financial overview* of the organization...
- ✓ Provide expectations of Directors and the Organization as a whole...
- ✓ Provide the *regular meeting schedule*...



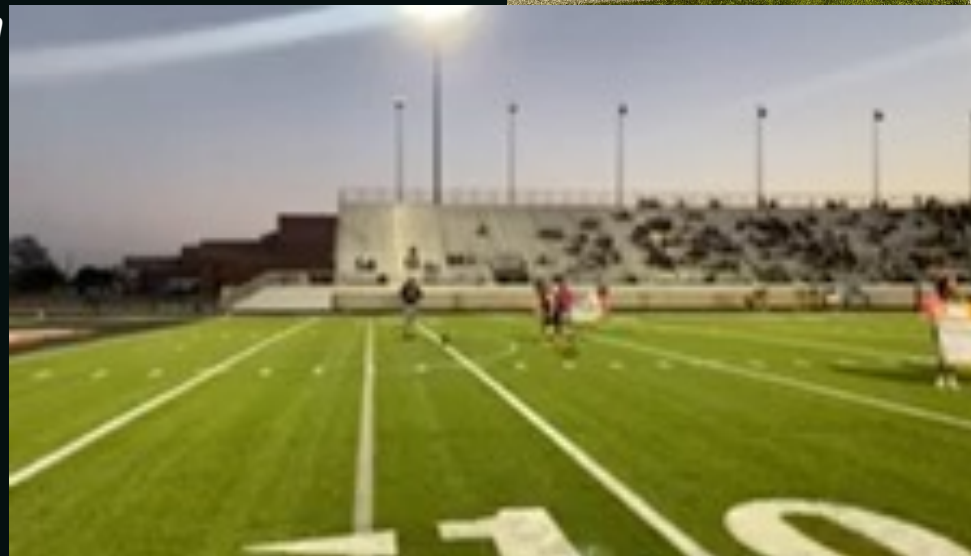
02

CREATING A  
POSITIVE IMAGE



# ESSENTIAL TIPS FOR BUILDING A STRONG NONPROFIT BRAND

- ✓ See the Big Picture and *Know Your Audience*
- ✓ Create a Foundation Branding *Guide*
- ✓ Design an *Impressive Logo*
- ✓ Use Storytelling as a *Tool*
- ✓ Don't Forget the *Community Outreach*
- ✓ *Personalize* the Organization
- ✓ Don't Be Afraid to *Innovate*



03

FUNDING  
PROGRAMS THAT  
MATTER



NOISE

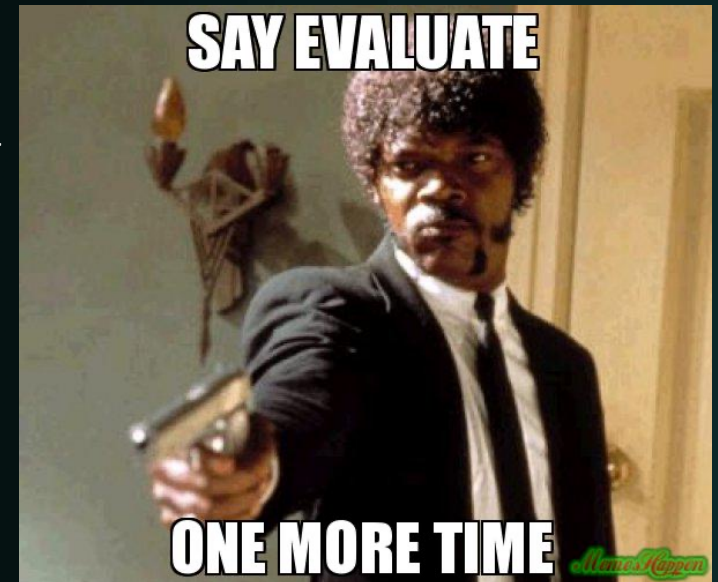
# EVALUATE YOUR FUNDING PRIORITIES AND GOALS

## *Funding Priorities and Programs:*

- ✓ *Innovative Teaching Grants and Systemic District-wide Grants*
- ✓ *Recognition of Teaching Excellence*
- ✓ *Recognition of Academic Achievement*
- ✓ *Student Scholarships*

## *Funding Goals:*

- ✓ *Involve the community in assuring a quality education for the leaders and workers of tomorrow.*
- ✓ *Enhance and enrich educational opportunities for students.*
- ✓ *Support staff with innovative efforts and recognize staff for exemplary teaching.*





04

DEVELOPMENT  
Tell the Story



# Create Strategic Development

- ✓ *Build Relationships*
- ✓ *Focus on Individuals*
- ✓ *Cultivate Before Asking*
- ✓ *Write a Plan*
- ✓ *Present the Mission*
- ✓ *Present Marketing Opportunities*
- ✓ *Know who to Approach*



05

## INFRASTRUCTURE

**WHAT  
CORPORATE  
PEOPLE  
SOUND LIKE**



# INFRASTRUCTURE: WHAT EVEN IS THAT?!?

## Nonprofit infrastructure means:

- ✓ Internal management systems and strategies
- ✓ Processes that support leadership
- ✓ Leadership pipelines
- ✓ Strategy development
- ✓ Talent management
- ✓ Diversity, Equity, Inclusion and Belonging
- ✓ Governance
- ✓ Communications
- ✓ Technology
- ✓ Fundraising
- ✓ Risk management
- ✓ Financial management



# Check your Engine

[www.foundationinnovation.com/free-assessment-survey](http://www.foundationinnovation.com/free-assessment-survey)  
or go to [FOUNDATIONINNOVATION.COM](http://FOUNDATIONINNOVATION.COM) and click SOLUTIONS and click  
FREE ASSESSMENT SURVEY

SHAWN CALLAWAY  
[SHAWN@FOUNDATIONINNOVATION.COM](mailto:SHAWN@FOUNDATIONINNOVATION.COM)  
(512) 535-2046 ext. 700

