


Nonprofit Peer Learning Program

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Report to the Extension Committee 1-11-2022




TOWARD A STRONGER NONPROFIT SECTOR: Addressing Capacity Building Needs in Dane County

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NONPROFIT CAPACITY NEEDS ASSESSMENT: Recommendations


- ▶ **Peer Learning:** *Develop and sustain robust peer cohort learning and longer time-frame professional development opportunities based here in Dane County.*
- ▶ **Information Sharing:** *Establish and sustain a local nonprofit center or hub of practical information about what's going on in the nonprofit sector that is up-to-date and easy to use.*
- ▶ **Racial Equity:** *Fund and support organizations led by people of color working on equity and assist white-led organizations in deeper transformations towards racial equity.*
- ▶ **Collaboration:** *Fund and support equitable collaboration and coalition-building around shared goals with a focus on nurturing existing relationships.*
- ▶ **Evaluation & Data Management:** *Fund and support meaningful and equitable evaluation and impact assessment that is most useful and relevant to those closest to the work.*



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Nonprofit Peer Learning Program: Dane County



- Reflect on and clarify your personal leadership style and the relationship between organizational culture and leadership.
- Explore pathways to build trust, communication, collaboration, and innovation in your organization.
- Identify impacts of disruption and ways that organizations are adapting to these disruptions.
- Learn and practice planning tools to help set a direction for your organization and adapt to change.

Collaborating Organizations



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ORGANIZATIONAL AND LEADERSHIP
DEVELOPMENT PROGRAM



Madison
COMMUNITY FOUNDATION



Collab4Good



Center for
Community
Stewardship



COMMUNITY
SHARES
OF WISCONSIN
50 YEARS

Course Content

- ▶ Leadership
- ▶ Organizational Culture
- ▶ Identifying your purpose
- ▶ Planning tools
- ▶ Telling your story; pitching your organization
- ▶ Marketing
- ▶ Nonprofit Sustainability
- ▶ Fundraising

Asynchronous & Synchronous Learning

- ▶ Asynchronous: UW-Madison Canvas platform - content focused/
 - ▶ Background materials
 - ▶ Worksheets
 - ▶ Links to resources
- ▶ Synchronous: focus on peer learning
 - ▶ Discussions about materials
 - ▶ Peer support
 - ▶ Outside speakers

SESSIONS

- **Session 2.1 | Readiness and Finding Your Purpose**
This session focuses on identifying purpose (either personal or organizational). Everything that follows builds on purpose: crafting an organization identity statement, planning, marketing your organization, aligning resources for sustainability, and building a fund-development strategy. There will be time during the session to share your purpose and to get feedback from others.
- **Session 2.2 | Introduction to Planning Tools, Identity Statement, Action Planning**
In the second session of Unit 2, we will look at tools that can be used for organizational planning. For our purpose, planning is viewed as an ongoing, flexible and adaptable process that engages the board and staff of an organization.
 - ▶ **Strategic thinking** is ongoing planning that takes into account a changing environment, changing internal conditions, and uncertainty. Evaluation, monitoring, and adaptation are essential for strategic thinking.
 - ▶ **Action planning** puts detail to strategy by defining what you do when, how you do it, who is responsible, what resources are needed, and the time frame in which the should be completed.
 - ▶ **Scenario planning** helps you and your organization examine potential scenarios. It can be a valuable tool when faced with something unexpected.

Pre and Post Session Activities

- Prior to Session 2.1:
 - ▶ Review - [Goals Guidelines](#)
 - ▶ Complete - [Readiness Checklist](#)
 - ▶ Post Reply in Discussion - [Casualty Readiness](#)
 - ▶ Watch and Reflect - [Finding Your Purpose](#) - Simon Sinek & Michael J. (2 videos - 07:11 and 03:50)
 - ▶ Complete - [Find Your Why Worksheet](#)
- After Session 2.1:
 - ▶ Post Reply in [Post-Session Discussion](#)
- Prior to Session 2.2:
 - ▶ Watch and Reflect - [Identity Statement and Strategy Screen](#) (07:45)
 - ▶ Complete - [Identity Statement Worksheet](#)
 - ▶ Complete - [Strategic Priority-Mission Worksheet](#)
- After Session 2.2:
 - ▶ Post Reply in [Post-Session Discussion](#)

Identity Statement – Worksheet

Components of Identity Statement	[X Organization's] Identity statement
We advance our mission of	(Type in mission or purpose statement here)
... and seek to (our impact over the next X # years):	
By serving (customers)	
In (Geographic area)	
Through (programs or services)	
And emphasizing our competitive advantage(s) of	
We are sustainable by (funding sources)	
Our internal actions, relationships with stakeholders, and program design are guided by our values of	
The vision that we are working toward is	

Tell a story about an event in your life that led you to your dream of starting your organization, or that led you to the work you currently do. (This check-in will give you the opportunity to refine the important skill of telling your story as well as tie into our conversations about your WHY.)

Welcome:

Review:

- 1) Review Group Agreements
- 2) Discuss [Readiness Checklist](#)

- What did you observe about your own responses?
- What was observed in the Canvas [discussion](#) comments?
- What areas should we explore further?

Discussion:

Finding your WHY (purpose):

- Review key concepts and the importance of clarifying your WHY.
- Watch the Michael J. video together (Know Your Why)
- Discuss your reflections on the [video](#) (Simon Sinek and Michael J.)

Developing your WHY (purpose) statement:

- In small groups, we will discuss your responses to the [Find Your Why](#) worksheet. You will have an opportunity to receive and provide feedback among peers.
- Next, we will dive deeper by creating a WHY statement using the in-session worksheet.
- Peer groups will reconvene for additional feedback.
- As a group, we will reflect on the process together.

Activity:

WHY Statement

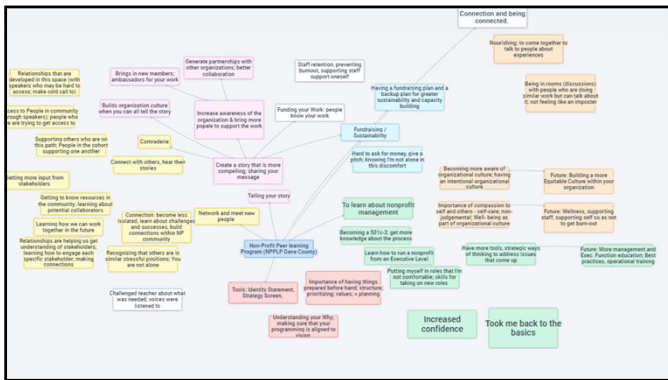
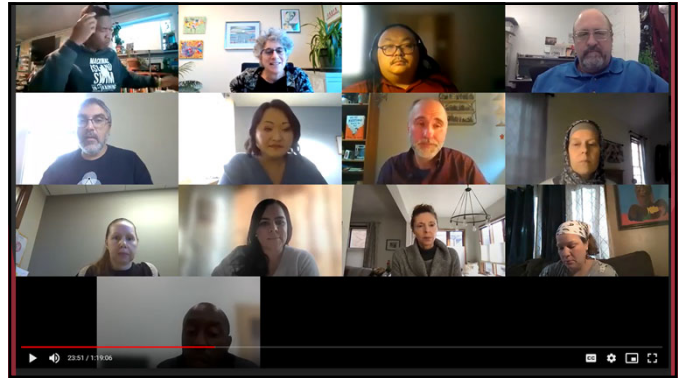
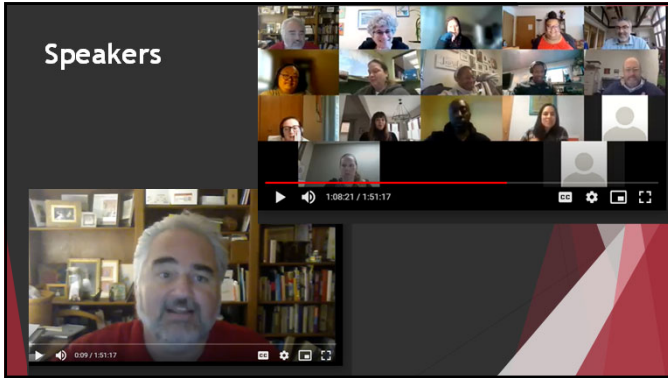
Note: This activity will work better if participants have filled in the pre-work worksheet in advance.

Closing Thoughts:

We will close with an activity that recognizes each person's contribution and conveys appreciation for the gifts that each person brings to the

Community Instructors

- ▶ Nasra Wehelie, Empathy 4 Equity
- ▶ Araceli Esparza, Midwest Mujeres & DEI consultant
- ▶ Harry Hawkins, Nehemiah Center for Urban Leadership Development
- ▶ Jen Hense, Urban Ecology Center
- ▶ Sabrina Madison, Progress Center for Black Women
- ▶ Tom Linfield & Angela Davis, Madison Community Foundation
- ▶ Nancy Vue-Tran, Freedom Inc.
- ▶ Brian Juchems, GSAFE



Next Steps for this cohort

- ▶ Pitch night & connect in person
- ▶ Request to get together periodically around a content area
- ▶ One on one sessions with the Extension Educator (follow up on specific content)
- ▶ Invitation to Extension webinars; Nonprofit Connect (participants are now in our web)

Potential Next Steps for the program (in Dane County)

- ▶ Second Cohort - sometime in 2022
- ▶ Develop asynchronous course - 'how to start a nonprofit organization'
- ▶ Develop advanced units
 - ▶ managing staff; board development; social media marketing; legal issues; advanced fundraising; evaluation
- ▶ On-line Nonprofit Resource Hub (with Madison Community Foundation)
- ▶ Evaluation Training (Madison Community Foundation)
- ▶ Convening for collaboration around specific issues (with Madison Community Foundation)