

MARYLAND NONPROFITS' 17TH ANNUAL CONFERENCE

COMMUNITIES ENGAGED

BREAKOUT STRATEGIES

## **Getting government to care about my cause**

1. Know the #s – statistical info and facts
2. Collaborate – partner with other nonprofits as a means to engage government
3. Figure out an ask that the government can't refuse
4. Nonprofits should engage the media as a means to get the government's attention
5. Align yourself with the government agency's mission/goals

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# BREAKOUT STRATEGIES

## Won't you be my neighbor

1. Be intentional and strategic about outreach to engage community
2. Make friends before you need friends; even with people who don't agree
3. Use volunteers strategically
4. Make time to build new alliances
5. Keep connections alive through personal and social media

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BREAKOUT STRATEGIES

## Getting the gift as opposed to making the ask

1. Engage staff, board and other volunteer leadership
2. Create case for need that talks about impact and brand
3. Utilize beneficiaries to tell your story
4. Have a strong communications strategy that includes social networking, media, etc.
5. Personalize, personalize, personalize

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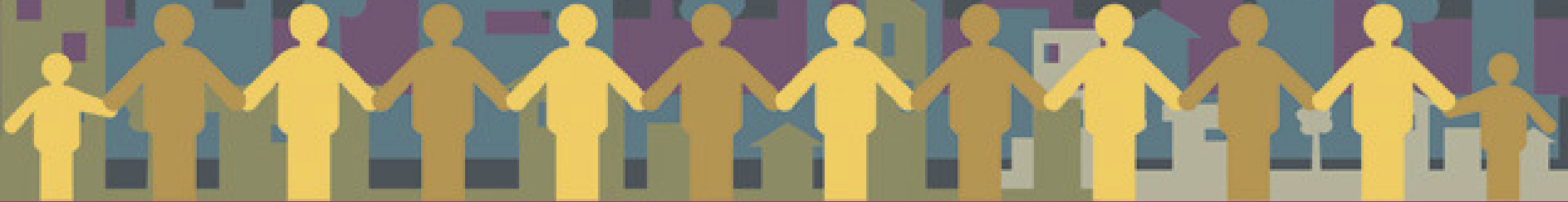
BREAKOUT STRATEGIES

## **My Colleagues and me**

1. E-harmony nonprofits.com – info on who's doing what, their competencies
2. Add collaboration to Standards for Excellence®
3. Peer network with technological component
4. Strategic plan for whole community
5. Recognize that relationships are multi-layered – some are temporary, others based on shared mission

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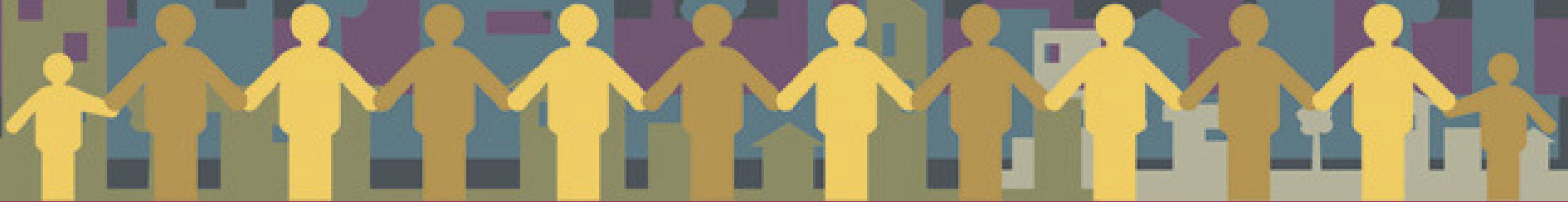


Those we serve

Those who serve

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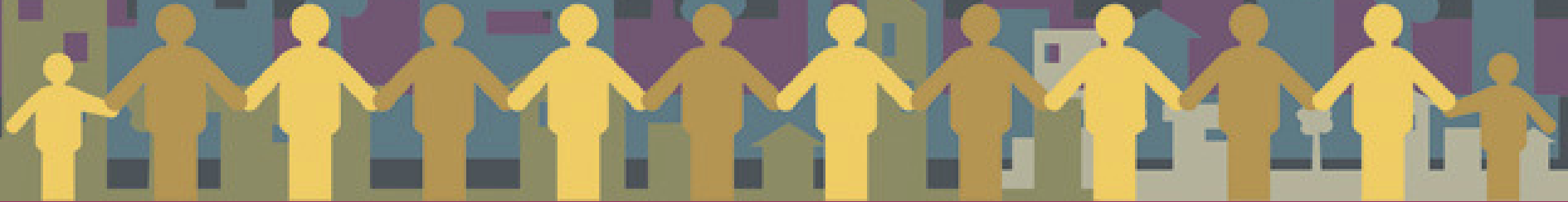
**Maryland Nonprofits**

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**17th Annual Conference**

**Break**

# COMMUNITIES ENGAGED



## Neighbors

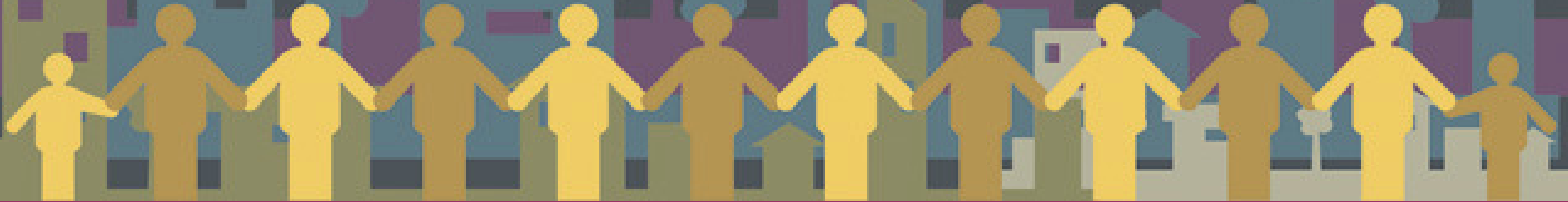
- Make friends before you need them
- Make time to build new alliances

## Peers

- Recognize that relationships are multi-layered – some are temporary, others are based on shared mission

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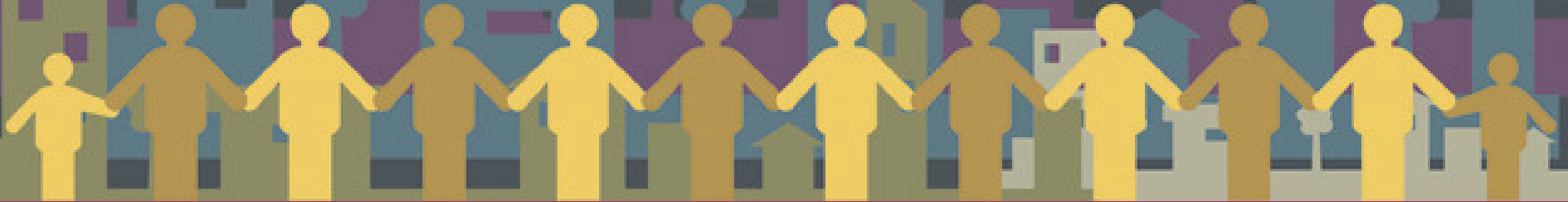
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Which area of engagement has the most potential to improve your mission fulfillment and why?

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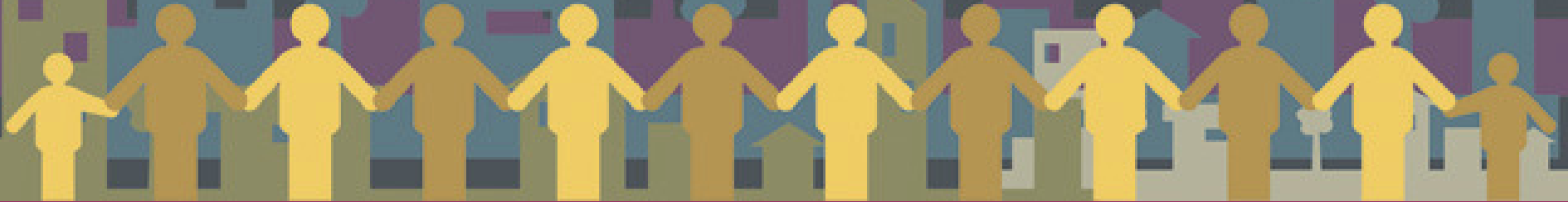
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What are the common themes across all the areas?

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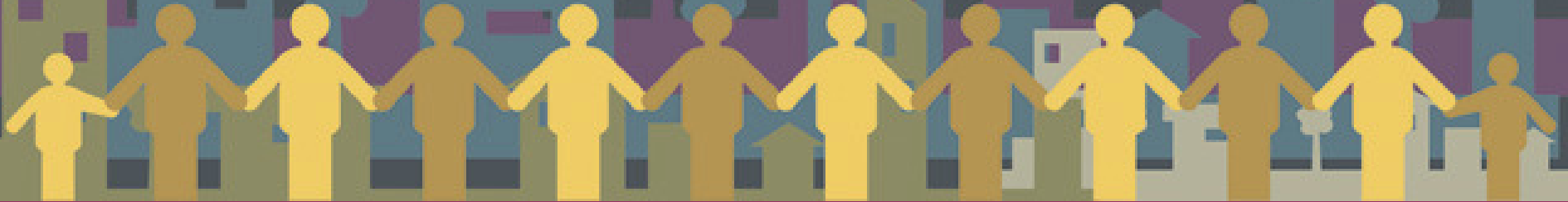
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What are the barriers/challenges, organizations face in trying to move forward in engaging communities?

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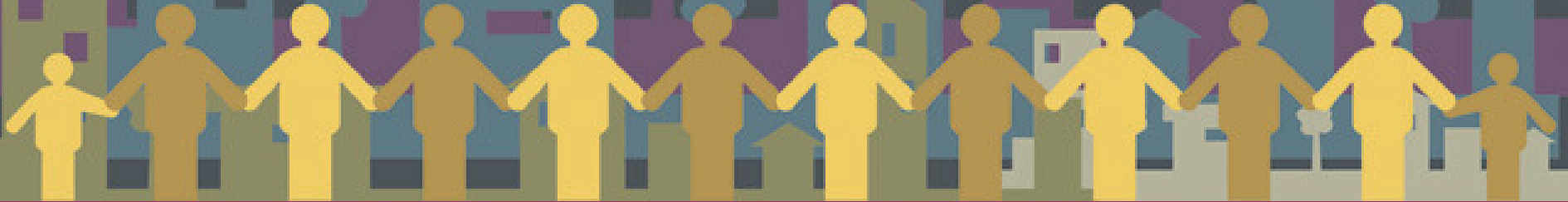
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What are the assets your organization currently has to support implementing community engagement?

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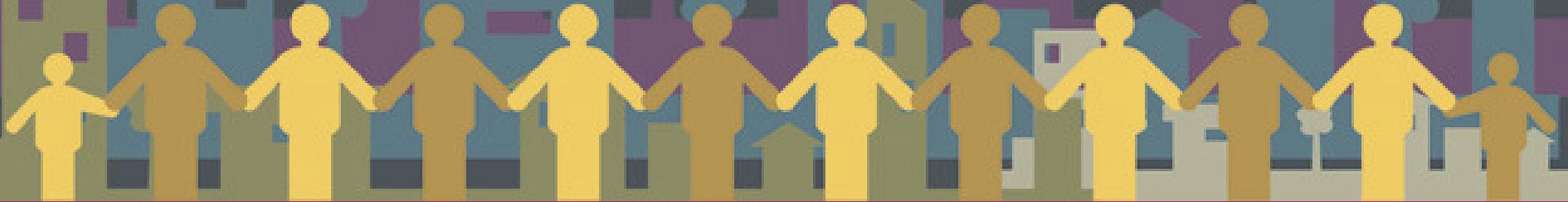
# COMMUNITIES ENGAGED



What will you discuss at your next staff meeting?

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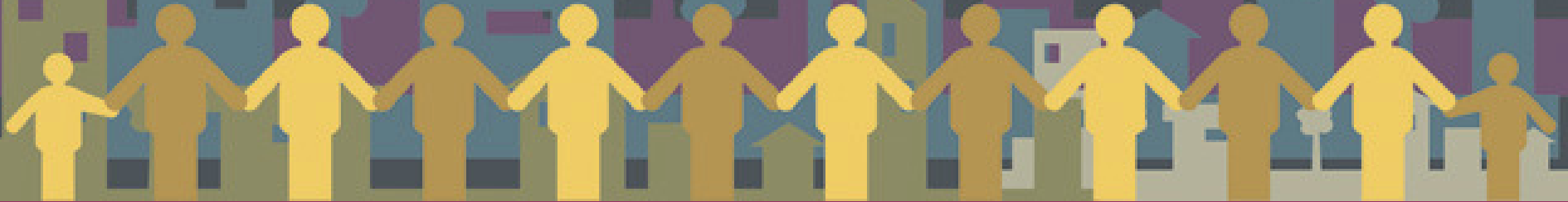


**Ike Leggett**

**Montgomery County Executive**

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**Maryland Nonprofits**

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**Thank You**