



## A Groundbreaking Board Expands Your Nonprofit's Reach

There is such a hunger among nonprofit leaders for help wrangling the board of directors. Because the board is a disparate group of volunteers, it can often seem impossible to get their attention, let alone get them all pointing in the same, effective direction. But the board of directors is a nonprofit's most critical resource, and if the board is not performing at its peak, the programs, funding, marketing, strategy and overall effectiveness of the nonprofit suffers.

### CASE STUDIES

To learn more about what board engagement does for Social Velocity clients, read the [English @ Work](#) and [BookSpring](#) case studies.

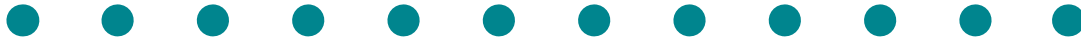
If managed strategically, your board can be an unstoppable army moving your nonprofit forward. If you take a big step back and develop a groundbreaking board, you can dramatically increase your ability to:

- Reach** new audiences
- Grow** your programs
- Forge** new external partnerships
- Raise** more money
- Increase** exposure to key decision makers
- Build** community investment and engagement

Nell works with you to create an engaged, groundbreaking board of directors, which:

### TO LEARN MORE

To find out more about Social Velocity's Board Engagement Consulting, or to schedule a free consultation, call (512) 694-7235 or email [info@socialvelocity.net](mailto:info@socialvelocity.net)



## Is Well Defined

A groundbreaking board is crystal clear about what they are charged with accomplishing and what each individual member is expected to contribute, from fundraising to skills and expertise.

## Includes the Right People

A groundbreaking board analyzes the skills, experience, and networks required to achieve your nonprofit's goals. Then they run a disciplined due-diligence process that ensures that they recruit and retain the best and brightest necessary to achieve your nonprofit's specific goals.

## Drives Strategy

A groundbreaking board leaves the day-to-day operations of your nonprofit to the staff and instead grapples with the big picture, strategic, visionary questions of the organization. They are energized and engaged by the bigger picture.

## Craves Impact

A groundbreaking board shows up because they care deeply about the change your nonprofit is making in the world. They don't want to just "do good work," they want to change the world. They focus, at every meeting, on the impact your organization is making.

## Raises Money

A groundbreaking board understands that every single board member must be responsible for helping to bring money in the door. They are strategic about putting each individual board member to their highest and best money-generating use.

### CASE STUDIES

To learn more about what board engagement does for Social Velocity clients, read the [English @ Work](#) and [BookSpring](#) case studies.

### TO LEARN MORE

To find out more about Social Velocity's Board Engagement Consulting, or to schedule a free consultation, call (512) 694-7235 or email [info@socialvelocity.net](mailto:info@socialvelocity.net)



## **Wields the Money Sword**

A groundbreaking board understands that it is absolutely critical that money is fully integrated into any conversation they have. They continually analyze the financial model of your organization and monitor the ability of that model to deliver on mission.

## **Pursues Excellence**

The groundbreaking board knows that it is their on-going responsibility to lead the nonprofit they serve to excellence. They regularly evaluate each individual board member, the board as a whole, and the executive director. And they analyze the external environment to learn from other nonprofits, competitors, collaborators, and industries.

## **Builds the Organization**

A groundbreaking board never stands in the way of organization building, in fact they are your nonprofit's biggest advocates for that critical support. They are tirelessly convincing donors that a stronger more effective organization results in greater community change.

## **Asks Hard Questions**

A groundbreaking board understands the harsh realities of the nonprofit sector and is honest and transparent about the state of your nonprofit. They are not content to sugarcoat reality or rubber stamp decisions. Their boardroom is host to vigorous debate, honest evaluation, critical analysis and tough questions.

### CASE STUDIES

To learn more about what board engagement does for Social Velocity clients, read the [English @ Work](#) and [BookSpring](#) case studies.

### TO LEARN MORE

To find out more about Social Velocity's Board Engagement Consulting, or to schedule a free consultation, call (512) 694-7235 or email [info@socialvelocity.net](mailto:info@socialvelocity.net)



## The Board Engagement Process

Through a combination of one-on-one strategic counsel with the executive director and/or individual board members, and the facilitation of board meetings, Nell increases the engagement, investment and effectiveness of your board of directors.

### CASE STUDIES

To learn more about what board engagement does for Social Velocity clients, read the [English @ Work](#) and [BookSpring](#) case studies.

Nell works with you and your board to:

**Analyze** what your board needs to meet the goals of your strategic plan

**Recruit** new board members to fill holes in skills, experience, knowledge and networks

**Define** the appropriate roles and responsibilities of the board

**Educate** the board about their unique and important role

**Focus** the board on the highest and best use of their time and expertise

**Develop** an effective committee structure that results in higher board productivity

**Engage** every board member in effective fundraising activities

**Structure** board meetings for maximum impact



*Nell Edgington  
President, Social Velocity*

### ABOUT SOCIAL VELOCITY

Social Velocity is a management consulting firm that helps nonprofits grow their programs, bring more money in the door, and use resources more effectively. The nonprofits Nell leaves behind are more strategic, sustainable, effective and above all, create more social change.