



## Stronger Leaders Create Higher Performing Nonprofits

Nonprofit leaders have a Herculean list of tasks:

*Develop and run effective programs*

*Manage an underpaid staff*

*Chart a bold strategic direction*

*Create a sustainable financial model*

*Wrangle board members with often competing interests*

*Recruit and appease a disparate donor base*

And all of this comes with little support along the way. It is easy to see why the position of nonprofit leader is such a lonely one.

But it doesn't have to be that way. As a leadership coach, Nell is your strategic partner helping you analyze your challenges and concerns, think through staffing decisions, overcome fundraising hurdles, address board management struggles, and brainstorm new approaches.

You no longer have to figure it out all on your own. The benefits of leadership coaching are tremendous:

### **Increased Board and Donor Engagement**

Through coaching, both with your executive director and board members, Nell helps your board understand how each of them individually can contribute to moving your nonprofit forward. They also learn how to focus their efforts on the most effective activities, and bring their skills, experience, and networks to bear.

### CASE STUDIES

To learn more about what coaching does for Social Velocity clients, read the [ACE](#) and [UT School of Law](#) case studies.

### TO LEARN MORE

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



## **Clearer Strategic Thinking**

Nonprofits are constantly bombarded with new opportunities, new partnerships, new funding ideas. As a leadership coach, Nell helps you: think through how a new opportunity might fit with your overall organization strategy, ask hard questions, analyze the costs and benefits, and determine whether it moves the organization closer to or farther away from strategic alignment.

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## **More Productive Staff**

Management of staff is one of the hardest jobs of a leader in any setting, but it's particularly tricky in the nonprofit sector where resources are tighter. In coaching around staff challenges, Nell helps you create an effective staffing structure, analyze and resolve staff conflicts, and make sure all staff are playing to their strengths.

## **Greater Financial Sustainability**

With Nell as coach, she helps you project a long-term budget, develop new or expand existing revenue streams, get board and staff to contribute more effectively to the financial model, use money more strategically, open your nonprofit to bigger and better networks, and have more productive conversations with funders. You will emerge a more confident and savvy financial leader.

## **A Higher Performing Nonprofit**

Through coaching Nell helps you develop stronger programs and services, determine the outcomes you are trying to achieve, more effectively manage to those outcomes, and ultimately create a more highly performing nonprofit delivering more social change.

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## The Coaching Process

Leadership coaching is not right for every nonprofit leader because it takes a real commitment to change and a willingness to make difficult decisions.

Coaching is right for a nonprofit staff member, board member or philanthropist who:

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*Is tired of the status quo*

*Is open to new approaches*

*Wants to have difficult, but game-changing, conversations*

*Needs a thinking partner to help make strategic decisions*

*Recognizes that he/she doesn't have all of the answers*

*Is ready to build his/her leadership skills*

Nell coaches nonprofit executive directors, board members, development directors, program directors, and foundation program officers to resolve the challenges standing in their way:

### Executive Director, Program Director, or Development Director Coaching

- Create a more effective, engaged board of directors
- Structure your staff to better meet your goals
- Implement and monitor your strategic plan
- Establish or strengthen key external relationships
- Better communicate with and engage staff
- Streamline program delivery
- Create and implement a performance management plan
- Create an effective annual financing plan
- Launch a major donor campaign
- Engage your board in fundraising
- Develop more effective back-end fundraising systems

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## Board Member Coaching

Identify fellow board members who can help change the board

Recruit and develop new board members

Develop effective roles and responsibilities for the board

Structure the board for maximum impact

Access the unique skills of every board member

Train the board on fundraising

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## Philanthropist Coaching

Develop grant programs that encourage higher performing nonprofits

Determine how to strategically fund nonprofit organization building

Help your grantees develop more financially sustainable organizations

Have more productive conversations with grantees

Better understand the realities that your nonprofit grantees are facing



*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.