



2018 ESC-US National Conference ESC of the Triangle Points of Pride

Board Leadership Boot Camp Continues to Grow in Popularity

Our Board Leadership Boot Camp, a collaborative offering funded by the Blue Cross and Blue Shield of North Carolina Foundation and the Triangle Community Foundation, was oversubscribed once again this year. Twice a year, 25 nonprofits (up from 15 last year) send two board members to six two-hour sessions.

- Dimensions of Nonprofit Leadership
- The Effective Board
- Better Board Meetings
- The Board’s Role in Agency Fundraising
- Financial Leadership
- Nonprofit Sustainability

All agencies that complete the Boot Camp are eligible two hours of free consulting from ESC to work on a goal to improve how their board functions.

Piloting Workshop Series for Nonprofit Staff and Board

We are piloting educational workshops tailored to the specific needs of nonprofit staff and board leadership. Each workshop is led by an ESC consultant. This resulted in new nonprofits who had not yet done a project with ESC in the past. Each attendee is charged \$50 using the web platform Brown Paper Tickets.

	<u>Number of Attendees</u>	<u>Nonprofits New to ESC</u>
Grant Writing 101	60	35
Finances and Budgeting	42	28
Supervision 101	55	17
Fundraising 101	38	25
Fun with Logic Models	6	2
Marketing 501	44	20

Building Our Salesforce Capabilities

We secured pro bono Salesforce support from Blue Cross and Blue Shield of North Carolina, which resulted in a saving of \$7,000. In the past, we stored all project data in Salesforce. One important addition to project data that we are now capturing are the results from our three-month follow-ups. Another important addition to Salesforce is that we are now able to capture all Boot Camp and workshop attendees in Salesforce. Therefore, we can now look up a nonprofit and see if they have either done a project or participated in a workshop or Boot Camp. Also, we have linked Salesforce with Mailchimp so that Salesforce is source of all data, which has dramatically increased our efficiency.

Refined Strategic Planning Offerings to Meet the Needs of Our Clients

We now offer three levels of strategic planning options – each can be customized to fit the needs of the client.

- **Strategic Plan** is for agencies that have sufficient resources and time to create a detailed 3–5 years plan. In general, may require 6 – 9 months to complete.
- **Strategic Direction** is for agencies that need to refresh an existing strategic plan or would like an abbreviated process. In general, may require 3-6 months to complete.
- **Strategic Focus** is for agencies at a critical juncture that need to lay out a short-term strategic focus concentrated on areas for the next 6-18 months. In general, may require 1-3 months to complete. (based on Oklahoma’s Organizational Focus.)