



BOARD DEVELOPMENT TRAINING AND ENHANCEMENT

North Carolina Crime Stoppers Association
Annual Training Conference

September 26, 2022
Atlantic Beach, NC



Presented by
Becky Flowers, Coordinator
Cary Crime Stoppers

Original Training Agenda

For

Cary

Crime Stoppers

Board Members

Board Development Training
Cary Crime Stoppers
Cary PD Training Room
Sunday, August 19, 2018

Training Agenda

- | | | |
|------|--|-----------|
| I. | Meet and Greet-Distribute Materials | 2:00-2:15 |
| II. | Intro and Overview | 2:20-2:30 |
| | a. Goals for the Training | |
| | b. Topics to be discussed | |
| III. | Keys To a Successful Board (10 minute breaks built in) | 2:30-4:30 |
| | a. Mission | |
| | b. Recruitment and Selection | |
| | c. Orientation | |
| | d. Managing Relationships | |
| | e. Ongoing Training | |
| | f. Assessment/Evaluation | |
| | g. Issues in Crime Stoppers Boards | |
| | h. Fundraising | |
| IV. | New Board Member Packet (10-minute breaks built in) | 4:30-5:45 |
| | a. Checklist and Packet Breakdown | |
| | b. Bylaws | |
| | c. Discussion and Recommendations | |
| V. | Training Wrap Up and Feedback | 5:45-6:00 |

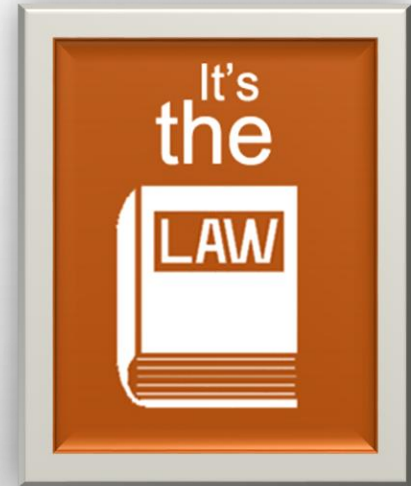
BOARD DEVELOPMENT TRAINING

OBJECTIVES

- To train board members in best practices and methods to make the non-profit a better organization.
- To understand what the mission is for the non-profit and how to expand upon the mission
- To explore the keys to a successful board and how to apply the information to the non-profit.
- To learn more about the levels of fundraising and ideas that can work for the board
- To understand board culture and diversity
- Methods to communicate, create trust, and eliminate barriers to a successful board
- To examine the by-laws and discuss regarding updates, deletions, and recommendations
- To collaborate as a team to create a new member information and application packet for recruitment of potential members

KEYS TO A SUCCESSFUL BOARD

- Board Definitions - **3 Keys to Remember** that any non-profit board is *required by law* to do:
 - Duty of **Care**
 - Make decisions – You are responsible to set policy decisions for the organization
 - Duty of **Loyalty**
 - Interests of the organization FIRST - not YOURS.
 - Stewards of the money-someone else's or your own, if you are a contributor
 - Duty of **Obedience**
 - Adhere to the missions and laws
 - By-laws are a LEGAL operating document-either follow them or change them
 - Term limits have to be in the by-laws
 - By-laws should be reviewed, re-evaluated, and/or changed every 3 years, at the very least
 - Example: Voting by email – has to be specifically stated in by-laws that this is an acceptable form of voting. If the by-laws do not say it, then it is not a legal decision.



KEYS TO A SUCCESSFUL BOARD

- High performing non-profits share the following characteristics:

- **Mission Statement**

- Do you know what your mission statement says?
- When was the last time you read the mission statement?
- Take a minute to think about YOUR PROGRAM's Mission statement.



ACTIVITY

Now... write out what **you think** YOUR PROGRAM's current Mission Statement says

Then compare the two...

OLD Cary Crime Stoppers Mission Statement

Mission of Crime Stoppers of Cary, Inc.

Crime Stoppers of Cary is a community project initially organized by the Cary Chamber of Commerce in conjunction with the Cary Police Department. Crime Stoppers of Cary is organized to facilitate the arrest, indictment and/or conviction of alleged criminals by making cash rewards available to persons who furnish information which leads to an arrest or indictment. In pursuing and furthering these purposes, the corporation shall observe and comply with all local, state and federal laws and regulations which apply to a non-profit and/or tax exempt organization pursuant to Section 501(c)(3) of the Internal Revenue Code of 1986.

The Purpose of Crime Stoppers of Cary, Inc., is to assist the Cary Police Department by providing cash rewards to those individuals who provide information which leads to the arrest or indictment of the perpetrators of crimes committed in the Town of Cary. The program will focus primarily on unsolved felony crimes and wanted fugitives, but will also emphasize any other crime deemed appropriate by the Board of Directors and the Police Coordinator.

NEW

Cary Crime Stoppers

Mission Statement



Mission Statement

Cary Crime Stoppers is a non-profit organization operated by local citizens which partners with the public, media, and Cary Police Department in solving crime in our community. Cary Crime Stoppers offers CA\$H rewards to persons who anonymously furnish information, via the Tip Line, which leads to the arrest, or arrests, of criminal offenders in the Town of Cary.

In addition, Cary Crime Stoppers collaborates with the community and citizens to provide education and information about the program and organization.

LESS is Better!

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VS

Mission Statement

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KEYS TO A SUCCESSFUL BOARD

- **Mission Statements**

- You should know it and be able to repeat it
- Message has to be CLEAR and CONCISE
- ????? **How many words do you think it should contain** ?????
- Recommendation is **7** words max but--- acceptable up to 3 short sentences
- Long Mission Statements are confusing and get murky
- Members will have various interpretations of your mission statement if it is too long
- You want everyone on the same page when it comes to your mission and being able to tell others exactly what it is you do.



KEYS TO A SUCCESSFUL BOARD



- **High performing non-profits share the following characteristics:**
 - Clear Brand and Messaging in the Community
 - Performance measurement and management
 - Boards are getting smaller—> 11-15 unless serving a very large community
 - Strategic plan and annual implementation plan
 - Yearly Board Assessment
 - Diversified funding with annual plan, budgeting process and financial systems to support
 - Use to be
 - 1/3 government 1/3 foundation/corporate 1/3 earned income and fees/monies
 - NOW --- Anchor funding= 80% then raise the other 20%
 - Donor fatigue : 2016—70% donors did NOT do repeat donor gifts
 - Millennials DO NOT write checks

EVERY BOARD MEMBER TO BE SUCCESSFUL

Must:

- *Know the mission* – be able to repeat it
- *Know the goals* – what are you trying to accomplish/purpose
 - **Remember...A GOAL without a PLAN is just a wish!**
- *Train board members how to ask* – members that are good at this should be the trainers for other members
- How to overcome your fears ***find your role***
 - Asking for donations: Shadow/Buddy up with experienced member that is good at this.
 - Some will be really good ambassadors-elevator pitch/cocktail talk
 - Print mission statement on business card and current year's goals when handing out
 - Chair does a “cocktail talk for the month” to emphasize mission and purpose so everyone will be sharing the same message when interacting with the public
 - Could ask member to stand and tell what program is about, how it started, what the members have done in the past and present with the program.
- **Add current info to the website..**it helps to be jazzy
 - Emotional connection-puppy or small, really cute kid in advertising



SUCCESSFUL BOARDS AND BOARD DEVELOPMENT

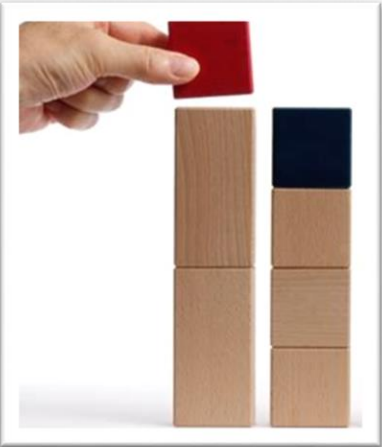
Recruitment and Selection

Orientation

Managing Relationships

Ongoing Training

Assessment/Board Evaluation



SUCCESSFUL BOARDS AND BOARD DEVELOPMENT

- **Board Development helps**
 - Boards perform at optimum level
 - Deals with difficult/problem members
 - Assures the right people join so your board does not end up with new difficult/problem members
- **Nominating Committee or Governance Committee**
 - By-laws
 - Training
 - Orientation
 - Recruiting
 - Anything related to the board



SUCCESSFUL BOARDS AND BOARD DEVELOPMENT

- **RECRUITMENT PROCESS AND SELECTION**

- How do you get new members?
 - Skill set
 - Not a Social Club but there has to be social time
 - Assessment Grid- gauges talent areas, strengths and weaknesses
 - Diversity
 - Proper Vetting



SUCCESSFUL BOARDS AND BOARD DEVELOPMENT

- **RECRUITMENT PROCESS AND SELECTION**

- ***Diversity-Critically Important***

- Does your board represent your community?
- Not necessarily the color of your skin
- Males and females?
- What parts of the neighborhoods are your members coming from?
- Who are you representing? If you don't have people on your board from diverse demographics, and the ability to go have a conversation with them, you are not going to connect with them. Applies to age too.
- You have to ask yourself---Are you a social club or are you diverse and representing your community? You have a responsibility to do that. Diversity gives the board many fresh and innovative ideas and experiences.
 - Note: Do not put people on the board just because of their ethnicity or race, the way they look or their age. WHAT they bring to the table and HOW they can deliver should be the main goal.



SUCCESSFUL BOARDS AND BOARD DEVELOPMENT

- **RECRUITMENT PROCESS AND SELECTION**

- ***Diversity-Critically Important***

- Millennials- they are different- we need to have them listening to us.
 - They are not listening to many programs out there.
 - They may know your name... but they don't know *what* you are or *who* you are.
 - You will need one of them to deliver your message or put it in the medium they are use to, which is social media platforms
- A non-diverse board risks becoming stagnant.
- Stagnant because your members will go somewhere else, then who is going to come in?
- You need to bring in people from all walks of life---this creates new energy
- If you are doing the same stuff that you did 10 years ago, you are completely failing, you are not doing your community right. You have to step out of your comfort zone, think about different fund raisers, look at different opportunities, and consider doing business differently. Get with the times. Change is good in most cases.



SUCCESSFUL BOARDS AND BOARD DEVELOPMENT

- **RECRUITMENT PROCESS AND SELECTION**

- *Application*
 - Board packet with application
- *Interview process*
 - Should be organized, professional-like a job interview
 - They are interviewing you as much as you are interviewing them
 - 80% chance of getting a better board member that actually shows up and engages. Proper vetting a prospective member is critical to avoid issues down the road.
- *Select and nominate*
 - Be selective. They may not be the best fit for your organization.
 - Emphasize the importance of being active, attending the meetings and being involved in events you are engaged in as an organization. If the new member is not going to do all these things, your board will suffer overall-become stagnant and not productive-affects morale of other members.
- *Vote*
 - Once the board examines and discusses the board packet, application, and any other items related to the member, the vote is held by the members of the organization



SUCCESSFUL BOARDS AND BOARD DEVELOPMENT



- **RECRUITMENT – NEW BOARD MEMBER PACKETS**

- Board Packet tidbits
 - Why have a packet for new potential members?
 - Shows them you are professional and have a structured organization
 - Assists them in deciding if your organization is a good fit for them and their talents
 - Method of vetting applicants properly
 - Shows organizations expectations of what you do and expect from members
 - Shows them you are unique and will encourage them to be a part of your program
 - Should be a comprehensive packet to include your history, your board culture, by-laws, confidentiality and conflict of interest disclosure agreements
 - Option of holding yearly recruitment for seriously interested potential applicants
 - This works best when you have staggered rotation policy

SUCCESSFUL BOARDS AND BOARD DEVELOPMENT

- **ORIENTATION of the NEW MEMBER**

- Best practices suggest a separate meeting with approximately 2.5 hours of orientation for new member by board member(s)- Hint: Invite current members to attend as a refresher!
 - You need them to be a good board member sooner rather than later
 - Educate them so they don't go for 6 months trying to figure out who you are
 - Let's them know your group is organized and gets down to business
- Should cover:
 - By-laws
 - Financial Statements
 - Share strategic plan (3 year is the trend today)
 - Share goals
 - Board culture
 - How board makes decisions and is it by consensus? vote?
 - Roberts Rules of Order followed?
 - Election on officers
 - How do you handle conflicts?



SUCCESSFUL BOARDS AND BOARD DEVELOPMENT



- **ORIENTATION of the NEW MEMBER**

- Share minutes and your culture
 - Where are you with current year's goals?
 - When is next election/officers?
 - What are the current board issues?
 - How do members get along and how do you address problem members?
 - What is your board participation like for meetings, events, fundraisers?
- Should have a board manual with info in it
 - Documents covered in new member packet
 - By-laws, Duties of Members/Officers, contact info for all members
 - Idea pages for new projects, fundraisers, etc.
- Board committees-what they are and expectations
- Financial Commitments
 - What is the policy?
 - Are you give or get? (will discuss later)

SUCCESSFUL BOARDS AND BOARD DEVELOPMENT

- **ORIENTATION of the NEW MEMBER**

- *Board Buddy or Mentor*

- Boards have found that assigning a “board buddy” for the first 6 months is good to help guide the new member
- Someone existing on the board (like a check-in person) who the new member can call with questions, and to figure out if there are any misconceptions, if the member is confused about anything board related, anything going on in the community the member does not understand.
- Many times, it is assigned to the *vice-chair* to give them something to do, because the vice-chair usually doesn't have enough to do, and the chair has too much to do.



SUCCESSFUL BOARDS AND BOARD DEVELOPMENT

- **ORIENTATION of the NEW MEMBER**

- *Board Buddy or Mentor*

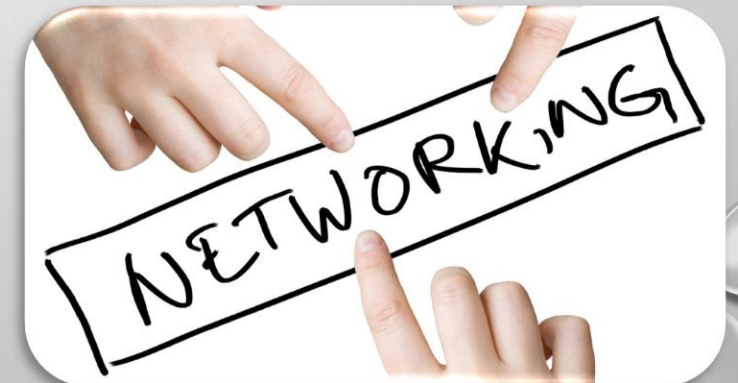
- Check in after the first 3 months, ask how it is going? what do you think about ____?, are you getting something out of being a member? are the meetings working for you?
- What you are doing is trying to engage them and stay in touch.
- When you do this you:
 - Make them feel valuable
 - Will encourage them to respond and be more involved with the board
 - Will encourage them show up for meetings
 - Getting people to do stuff on boards is hard nowadays so keeping them engaged is important.
 - 75 million millennials coming up and they do not have the same work ethic and they have a whole different set of expectations, so we have to be bi-cultural for a while in this transition.



KEYS TO A SUCCESSFUL BOARD

- **MANAGING RELATIONSHIPS**

- Recent annual board survey of non-profits report *68% of boards* that have some sort of social time are considered higher performing boards. In order for us to “fight fair” we have to know each other. The recommendation is some networking time.
- *Networking time*
 - Informal check-in meetings about **30 minutes before** the scheduled meeting.
 - Meet and greet time—>Food/beverages is an option to include
 - Discussions about what is going on in each other’s lives
 - Purpose is to get to know each other as people so as to have better discussions at a board level



KEYS TO A SUCCESSFUL BOARD

- **MANAGING RELATIONSHIPS**

- *Off Site Networking* is recommendation for 2 times a year
 - Party, fun event, dinner, holiday event
 - 2-Strategic Planning Retreat
 - Set aside some time annually at a board business *to discuss various topics* such as what is going on in the community, what are the best practices in the crime stoppers world, what's the new technology, etc.
 - You have to *get out of the "needs" of the day-to-day* " We need money" and have a more interesting conversation that draws people in, such as " That was a great conversation, that was a good thing to talk about".
You are training and teaching when you do this.



KEYS TO A SUCCESSFUL BOARD

- **COMMITTEE ASSIGNMENTS**

- The trend now is to **NOT** to have a lot of committees.
- You have **“task forces”**. Task forces are *temporary, not permanent*. They start and then they go away. They can meet once or could meet for two years, depending on the task that needs to be completed.
 - Examples:
 - Social Media Task Forces
 - Fundraising Task Forces
 - Web Design Task Forces
- There is now fewer standing committees. There should be 2 permanent committees for a program but can expand to 3.
 - **Permanent** Committees – Governance and Finance
 - **Optional** Committee - Fundraising



KEYS TO A SUCCESSFUL BOARD

- **COMMUNICATION**

- *Technology* –What are boards doing? Some are using different ways to get the info out
 - Webx, SharePoint, All of board info in one place
 - Emails-lots and lots
 - You have to determine what works well best for your board
 - How are you going to get board packets out?
- *Agendas* – Long meetings are out!
 - Our whole sense of time has changed -now have time limits on each topic
 - Helps Chair keep on track
 - Member can be assigned to keep a watch on the time and make a friendly reminder of the time frame
 - People want the meeting to start and end on time
 - Example:
 - Approval of Minutes – 2 Minutes
 - Treasurer's Report – 2 minutes
 - Topic #1 – 10 minutes
 - Topic #2 – 15 minutes
 - Etc....



KEYS TO A SUCCESSFUL BOARD

• ONGOING TRAINING

- *General Practice- 2 trainings a year for boards*
 - Best one to have—> *How to Read Financial Statements*
 - FASB-Financial Accounting Standards Board changed all the rules in December 2017 (first time in 20 years they have been changed)
 - Now we have to pay attention to balance sheets, our net worth, do equity ratios, about 10 changes that have occurred.
 - If you have an accountant on your board --- good member to provide training
 - Other Training topics to consider
 - Fundraising
 - Technology and Crime Stoppers
 - Can be program related, mission related, Technology related, Content related (such as Financials)
 - Time frame can be 30min to 1 hour
- Board retreats for strategic planning use to be overnight but now 4 hours



KEYS TO A SUCCESSFUL BOARD



- **COMMUNICATION**

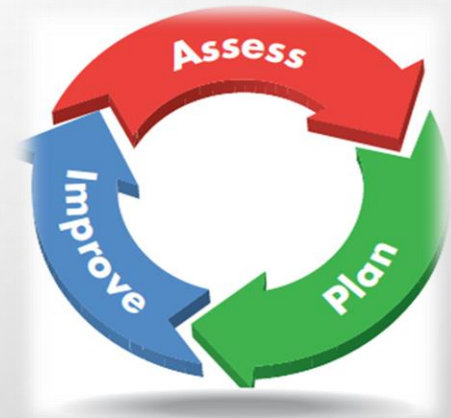
- **Executive Session**

- Discussion time at meetings- members should have adequate discussion time but not to the point that it “drags on”. If it gets too extended, should have a monitor to step in and move the meeting along
 - The Executive board should have an executive session at the end of the meeting
 - 10 min max-very short time-not long!
 - It is a “check-in” to see if there are any issues that need addressing
 - Just the officers, *no other* members
 - Can have conversations that might no need to do in front of the other members
 - Can be uncomfortable, but actually, it is very healthy-they can ask each other stuff, clear the air, fix stuff members don’t have to be a part of.

KEYS TO A SUCCESSFUL BOARD

• ASSESSMENT/BOARD EVALUATION

- *Annual survey* for all members to do to see how the program is going. It is like a job assessment
 - Can discuss what questions to put in survey when attending the retreat or annual training session
 - Send the survey out, usually done in December
 - Make it simple and easy, 10-12 question max
- Can be electronic or hardcopy
- Questions can be simple such as:
 - Are the board discussions at the right level?
 - Are the meetings at the right time?
 - Do we follow the agenda?
 - Are the meetings too long?
- *Action Plan* for Improvement
 - The goal is that you do the assessment and come back to a meeting, look at it together and then assess how we are doing.
 - Have a conversation and come back one main thing to work on in the next year. Could be the agenda, the packets are too large or too small, etc., and then you work on it to correct it.



KEYS TO A SUCCESSFUL BOARD

- **ASSESSMENT/BOARD EVALUATION**

- ***Board Survey: Board Source-do annual surveys on non-profits***

- 2017 Board Source Survey
- Relationship social time and collaboration (54% vs 68%)-getting better
- Lack of Diversity-not prioritizing – need more diversity on boards
- Link between understanding programs = engagement in fundraising, strategy, external leadership if they understand what their organization does
- Assessment leads better performance on core responsibilities
 - Your performance appraisal
 - Get to raise up the issues that are or are not happening
 - Provides a forum for the board to talk about itself and how it is doing
- Most important to impact the organization and community
 - Understanding roles and responsibilities
 - Team collaboration and trust among members



KEYS TO A SUCCESSFUL BOARD

Board Chair Role

- Generally holds the office for 2-year term-can't get as much done in 1 year
- Resolve conflict, build consensus, and reach compromise
- Foster an environment that builds trust among board members
- Establish clear expectations of board service
- Encourage board members to frame and discuss strategic questions/conversations
- Runs the meetings, don't get to have many opinions, must keep directing, summarizing, facilitating, redirecting, keep the overbearing and/or loud ones at bay and draw out info/participation with the quiet ones and make sure members are participating.



KEYS TO A SUCCESSFUL BOARD

Board Chair Role

- Have to be the one to have the crucial conversations with other board members. When a board member goes “rogue”, the board chair is the one that has the meeting with that member and have that conversation with them.
- The board chair is the one that “un-invites” board members. Your by-laws should have something on how to remove board members.
 - Recommended:
 - 1) Three unexcused absences-automatic discharge from the board-no discussion and no vote
 - Your board should set up a criteria for excused/unexcused absences as a guide to follow
 - 2) The majority of the board members can vote to remove a member. By-laws SHOULD have both of these.

NOTE:

- You *cannot* remove members without knowing what your by-laws say.
- The by-laws are your LEGAL document to follow.
- Usually, the Board Chair talks to them – one-on-one conversation as to why there are problems and how it hurts the program and resolve to stop the conflict. (*Putting them on notice*)
- Some will cease the behavior, and some will not.
- Should consider removing that member from the board-check your by-laws

ISSUES IN CRIME STOPPERS PROGRAMS

- All programs have issues, but most are generally found in the smaller programs
 - Stagnant
 - Resistant to change
 - Haven't grown with the new ways and ideas/millennials
 - If you have long-term members, they are detrimental to your board in terms of stagnation and productivity and should be rotated off the board. Step **UP** or Step **OFF!!**
 - **Term Limits-Strongly recommended to be in your by-laws**
 - **Term limits for serving on a board should be 2 terms for 3 years for a total of 6 years.
 - ***For example:* Member serves as board member for 2 years, then Vice-Chair for 2 years, and Chair for 2 years. The member is then rotated off/leaves the non-profit board.
 - **This allows for new members to come on board with new ideas and renewed productivity. If the departing member wants to come back after 1 year, then the board can vote to accept, or decline, their renewal of membership.

ISSUES IN CRIME STOPPERS PROGRAMS

- **Other Issues**

- Have not brought in new members
- Leadership-may have to leave for various reasons, will fizzle out/wilt on the vine and members leave then your program decreases drastically
- Programs have problem members that have been allowed to stay and create discord in the group-get rid of them PRONTO! They are detrimental to the mission of a board!!!
 - Removing a board member policy should also be in the by-laws
- CS can be and is a vital partner to our local, state, and national partners-some programs lose this focus
- CS CANNOT be a SOCIAL CLUB- your members cannot and should not all come from another program that they are all members of.
- Lack of diversity- programs are missing out on very talented people in their diverse communities

ISSUES IN CRIME STOPPERS PROGRAMS

- **Board attendance and participation-generally speaking**
 - Some doing 6 times a year, not every month
 - Some take the summer off then start in the fall
 - Crime Stoppers usually meet monthly to pay the tipsters
 - Preparing for Millennials: may cause changes in this, such as conference calls and some face-to-face other times of the year
 - May want to set the vice-chair as the person to follow up with members that missed the meeting to get them caught up on what we did/discussed, etc., let them know they were missed..here is what we did. And this lets them know that they really was missed and will keep their interest up and in return, will encourage them to come to the meeting
- **Unprepared at Meetings-multi-generational**
 - People don't read anymore—just scan stuff
 - No preparation
 - Bulleted list/brief agenda
 - Send electronically
- **Lack of Understanding of Role---Micromanaging**
 - Some are on the other end of the spectrum and are too engaged in doing the work of the organization.
 - Boards are about policy, governance, fundraising.
 - Get a lot of clashing when you have micromanaging.

ISSUES IN CRIME STOPPERS PROGRAMS

- **Poor Accounting**

- This is where CS gets stung the most. Don't think it can't happen to your program.
- This is **Highly Recommended**-Programs should have separate accounts for Tip Money and other account for general operating fund or whatever you want to set it up as. Also, if you have citizens want to match a reward for a high-profile crime you should keep that separate from all accounts and have a written policy/agreement in place as to what happens to the money if not paid out after a certain amount of time.
- Must have oversight in your program---more than one person
 - Checks and balance should be looked out.
 - Should be looked at monthly and sent out to the group, or by a second person
 - Can also set up with bank where a 2nd person can do online access to account for view only option to check the statements. Bank of America does this for free for view only. Some of the other banks charge each time you look at it.
- Think of this--- We pay out cash money to people and we do not know who they are.
- Make sure you have a paper trail from the bank.
 - Another tip- DO NOT MEET your tipsters, do not LEAVE under a rock and tell them where they can get the payout-this is actually being done, believe it or not.



ISSUES IN CRIME STOPPERS PROGRAMS

- **Poor Accounting**

- If your program tips are paying out 60, 70, 80 percent of your reward money, ask yourself why. This could indicate some impropriety with members in fiscal position. Most programs only payout about 15-25% of their tips.
- Set a policy on how long the money can sit at the bank before moving back to your tip account.
- Remember the tipster can come back later to claim their reward. Set a policy for this as well.
- Make sure you have financial statements---especially important in audits
- Recommend a yearly audit or financial review by an outside source---put in your by-laws
 - Audits are not cheap, but may consider financial review, which is not as detailed and is much cheaper



SAMPLE FINANCIAL STATEMENT FOR A NON-PROFIT

| | Current Year | Previous Year |
|---|--------------|---------------|
| | \$000 | \$000 |
| Revenues | | |
| Government Grants | 1,500 | 1,200 |
| Foundation Grants | 900 | 900 |
| Program Fees | 850 | 650 |
| Contributions | 350 | 550 |
| Investment Income | 150 | 120 |
| Interest and Other | 10 | 15 |
| Amortization of Deferred Contributions | 12 | 15 |
| Total Revenues | 3,772 | 3,450 |
| Expenditures | | |
| Salaries and Benefits | 1,550 | 1,400 |
| Rent | 1,275 | 1,000 |
| Office | 890 | 900 |
| Amortization of Capital Assets | 25 | 25 |
| Total Expenditures | 3,740 | 3,325 |
| Excess of Revenues Over Expenditures | 32 | 125 |

ISSUES IN CRIME STOPPERS PROGRAMS

- **Poor Record Keeping**

- How long do you keep those confidentiality and conflict of interest records?
- Retention schedule – recommended for 7 years unless certain records are permanent or otherwise stated.
- Must put in your by-laws.
- Records are important in case of a civil lawsuit.
That is your proof that you did or didn't do something!



ISSUES IN CRIME STOPPERS PROGRAMS

- **Poor Oversight**

- Everything here is oversight
- Re-read your by-laws because most of these topics are an issue in program by-laws
- By-laws should be updated every 3 years.
- Make sure they are properly written with the information you need in your by-laws
- Highly Recommended--Get a legal advocate-lawyer- to look at your by-laws to make sure they are written correctly and legally.
 - May can get one to do *pro bono* if you shop around. Consider “courting” an attorney to be on your board-would be a good advantage.

- **Failure to maintain non-profit status**

For most programs, you didn't file your non-profit status (little 990 postcard). Sign this or you can lose your status.

ISSUES IN CRIME STOPPERS PROGRAMS

- **Advertising and Social Media Presence**

- **Poor advertising**

- Encourage to revisit what you have done in the past.. Look at how you can deliver your CS message especially, to these 75 million Millennials we have now.
- Is your website user friendly? Consider redesigning your website every so often to keep it current and appealing.

- **No website or web presence and social media platforms**

- Need to have this-ABSOLUTELY NECESSARY!!
- Media has it/Law enforcement has it/CS should have it
- This is where everyone nowadays find info that is most current and fluid
- You should have **DONATE** Button on **EVERY** page of your website and Facebook Page!!



ISSUES IN CRIME STOPPERS PROGRAMS

- **Participating in Fundraising – 3 roles**

- The Role of the FUNDRAISER
 - Fundraising making the ask in partnership with staff-some like to do this
 - Most boards have 2 or 3 that are good at this for a board of 12 generally. They can take the lead. The ones that are not good at it may do damage.
 - Support the Ask-help make the pitch in partnership with staff
 - FRIEND raising – finding new potential donors
- The Role of the CONNECTOR
 - Connectors and Introductions these are the networkers extraordinaire-they can talk to people. Have tons of contacts. Send them out with the FUNDRAISER to help pitch the product.
 - Relationship partners – Stewardship
- The Role of the AMBASSADOR
 - These are the ones that do not do fundraising (asking for money)-they freeze up.
 - They have other qualities that greatly benefit the board such as marketing.
 - Train them to be ambassadors and go out to talk about the program.
 - Ambassadors represent and spread the word.
 - Volunteers come to events and participate-worker bees.
 - Lets everyone have a role.
- Keeping up with it all- Do a Spreadsheet with duties and stay on it -If they don't do what they say they are going to do, call them out on it at a meeting.



FUNDRAISING



Non-profit Boards Now- 3 levels of raising funds

- Donors expect the **board of directors to give money** as well to support the non-profit
 - The key here is that there has to be 100% participation from all board members
 - Based on the member's means-some may can only give \$20, some may can give \$2,000
 - Donors expect that if you care deeply enough about the non-profit to be on it, then you should give more than you would to other non-profits.
 - Not In-Kind donations—must be cash
- Opt to **Give or Get**-means you are going to do some fundraising/employer matches/car wash, etc.
 - You HAVE to raise money to be on a non-profit board and you actually have to ask them if the are willing to participate in fundraising
 - Boards are not expected to either get the \$ (from donors/sell something) or give the \$ (match what you don't raise).
 - Can set an amount for the members overall or a tier structure Must pass policy on this.
 - **Engagement or Commitment** form in January-what you are planning to do for the next 12 months
 - First, you must pass a policy about how much member will produce/raise/obtain in a year's time
 - Declares what you are going to give to the group for the year
 - Donate/Raise what
 - What you plan to volunteer for/hours/committees
- Setting a **Board Goal of X amount dollars** and do events/fundraisers to meet that goal.
 - Ideas: Walk in my shoes/Golf event/Duck Derbies

FUNDRAISING



TWO Emerging Models that non-profits are observing:

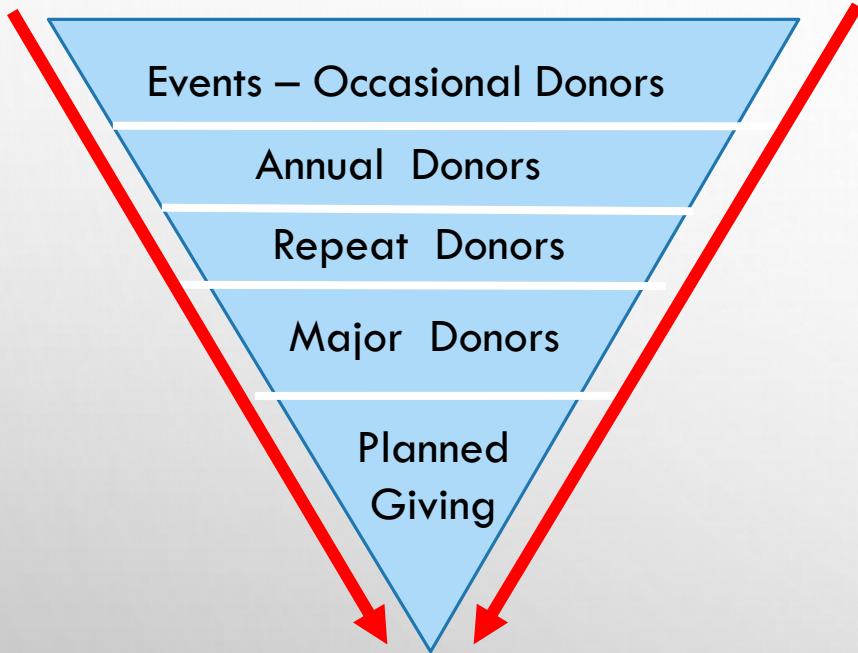
- **AGILE Fundraising-** VOLUNTEERS- you train a whole group of volunteers, you send them out to your community because they care about stopping crime and they raise small amounts. Very different kind of campaign and very millennial-focused..got to have messaging and then deciding where they are going to show up
- **AFFINITY Fundraising-** GROUPS- Ethnic groups/communities such as African-Americans, Hispanics, etc., as well as Churches, Associations such as Chambers of Commerce. Figure out the Affinity groups who care about an issue and you work with that group.

So.. our fundraising is evolving as we speak-changing dramatically, partly demographic, partly technology. Some of our older models have worn out and new ideas/people are coming in.. You have to have pick a model that works for you community with who you have targeted to raise money for.

Subscribers- NPR radio does this— get them to donate monthly small (or large) amounts on their credit card and that is guaranteed money every month (This is considered to be a baby boomer model-Millennials won't do this)

Fundraising Pyramid

Traditional Model
Works like a **Funnel**



There have been studies and research (the science and math) to prove that these fundraising tiers very effectively work in non-profit fundraising.

Pyramid Tiers Defined

#1 Events – Occasional Givers

- When you put on events, you think it is to raise money, it is actually not. It is to get names, addresses, emails, etc.
- Every event you do, you have to collect names and addresses. What you are doing is creating and building your second Tier- #2

#2 Annual Donors

- Out of the names you build, 3-5% are going to donate to you again. This will be your “hot list”. So you do an annual appeal to get more donors from your main list.
- Send out in October so you can get a donation by December 31st. Put on social media/website to get people to donate and use credit card. Even have it on there up to December 31st @ 11:59pm. This builds to your next Tier-#3

#3 Repeat Donors

- You want to retain 30% of your givers because it is cheaper to keep a giver than to find a new one
 - Different donor software packages for giving out there: Click and Play, Network for Good. There is one that is called “Tax Giving” that is popular with millennials. Giving Tuesday is one too- *will need a merchant account. TechSoup.org- they give licenses to non-profits-have to register. Their helpdesk critiques all the latest software. Speaker goes there first to see what is the best. Put DONATE button on every page of your website, social media sites. –You have to now.
- The standard thank you – you have to thank the donor 7 times
 - For example: Jan-1)Thank you 2) Tax form @ end of January, Feb- may want to send Valentine’s Day something, E-letter in the spring, etc.- figure out 7 times to send them something throughout the year

#4 Major Donors

- 80% non-profits are heading toward this. Buried in those Repeat Donors (Tier #3) are some wealthy individuals that can write big checks. They actually put their names thru database and wealth engines and search engines, called “prospecting”. They “prospect” and pull up individuals that can write bigger checks. Solicit those people with a board member who is a good fundraiser along with another member and ask them for \$1000, \$5000, etc. , depending on what you think they will give/what you can do.

#5 Planned Giving

- At this level, you have established yourself and your continued givers that will support your group year after year

Fundraising Millennial Style



The Millennials...

They are not playing in the funnel. More like a cyclone/hurricane for them

They ride into the hurricane/cyclone, ride the wave, and exit

No logical funnel

They come in for a cause and emotional attachment

They come in to be end-part of it--Ride for a moment then exit

They do not stay in place for long

They may write 2 checks, or volunteer → although unlikely- they are not volunteers

To be effective/successful in fundraising you have to do both models

Pyramid and Cyclone

The best way is social media

- Look at the events such as Vegas shooting, Parkland, Houston hurricane and the money they raised. That was social media/millennial money*
- They are going to write a check-- then exit.*
- So the more social media to attract different messaging, it is about the cause, not the impact*

*More info to google: **Is the fundraising pyramid dead?** These two models - **pyramid and cyclone** - are hotly contested among non-profit development people.*

TRAINING RECAP

- 3 Keys to a Successful Board
 - Duty of Care, Duty of Loyalty, and Duty of Obedience
 - Mission Statements
 - Characteristics for High-Performing boards-Branding, Strategic Planning, Diversified Funding
- Successful Board, Members, and Development
 - Mission, Goals, Roles, Message about program
 - Recruitment and Retention
 - New Members and Orientation
 - Communication and Managing Relationships
 - Ongoing Training
 - Assessments/Board Evaluation
 - Issues and Conflict
 - Fundraising and Styles
 - Millennials and Diversity
- Next UP---New Board Member Packet Documents



NEW BOARD MEMBER PACKET



FINAL THOUGHTS.....

I hope you have enjoyed today's training and learned new things and more about how to improve your Crime Stoppers program.

There are many resources out there that can help your program become even better than it is – just tap into it!

Work together for the better of the organization.

It is not an “I” organization, it is a “WE” organization

Thank you for your attendance and participation today!!



**PLEASE FEEL FREE TO SHARE YOUR
QUESTIONS AND COMMENTS**



CONTACT INFORMATION

Becky Flowers
Cary Police Department
Cary Crime Stoppers



Office: 919-319-4523

Email: becky.flowers@townofcary.org