



December 2012

Ask Questions to Improve Nonprofit Performance in 2013

Do you want to improve your nonprofit's performance in the year ahead? Ask the key questions to identify priority actions that must be taken.

Open ended questions such as How can we improve? and What do we need to do differently? can apply to particular activities or to the entire organization.

Follow up your questioning exercise by identifying specific actions you will take in the next twelve months.

Here four other questions that are especially significant to nonprofits in 2013.

How can your organization stay relevant?

Nonprofits are operating in a world of rapid change. There is a growing list of influences now redefining how nonprofits conduct their business (which I will address in a future newsletter). What are the actions necessary to ensure that the purpose you serve and the ways you serve it remain relevant?

How can your board members' experience be improved?

Organizations continue to express frustration regarding their volunteer board members. My research and experience confirm that board members become discouraged when dissatisfied with their board service experience. How can you create an environment that contributes to enhancing board performance rather than turning it off?

How can your use of social media be improved?

Every organization should be working to understand how to effectively make use of this now key resource. What action does your nonprofit need to take either to initiate a social media strategy or to further develop the one you already have?

What is your ratio of thanking to asking?

How often are you thanking those who support your cause? Are you showing gratitude more frequently than you are appealing for more support? Are your communications personalized and sincere? How can you improve the quality of your thank-you messages so that your volunteers, donors, and sponsors better feel the value of their contributions to your success?

Bring focus to your nonprofit by answering these action-purposed questions.

The results can generate a solid list of strategic activities that will improve your nonprofit's performance in 2013.

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Benefiting leaders of nonprofits, associations, community groups, and volunteer based organizations is the purpose of this monthly newsletter. Your suggestions for issues to address in future editions are certainly welcomed!

My email address is hardy@hardysmith.com and telephone number is [386-451-0652](tel:386-451-0652). I would welcome an opportunity to discuss your organization's needs and how I might be able to help you with practical, easy to implement solutions.

My mission is to increase the performance of America's nonprofits and associations and their essential leadership teams. For testimonials on my ability for delivering results please visit:

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