

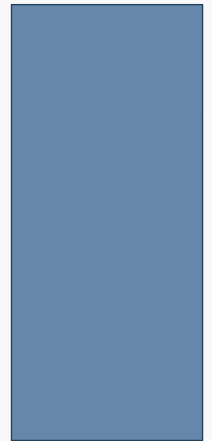


TRAINING NON PROFIT  
BOARD LEADERS FOR  
**25** YEARS...

young|leaders|council

training tomorrow's leaders [ylcnashville.org](http://ylcnashville.org)

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KATIE ROSE HIGGINS, STEPHANIE HOLZER,  
ROBIN WARREN



# YLC OVERVIEW



YLC



Young  
Leaders



Nonprofit  
Boards



Community

# Value Creation Map

## Young Leadership Council

A non-profit dedicated to replenishing the volunteer leadership base in Nashville



## Initiative

Create awareness of potential growth opportunities for YLC's increased productivity and performance



## Strategies

Increase Alumni Engagement

Improve Capacity

Increase Funding



## Stakeholders

Nashville Community

Non-Profit Community

Contributors

YLC Members

# STRATEGIC OBJECTIVES

Increase Alumni Engagement

Improve Capacity

Increase Funding

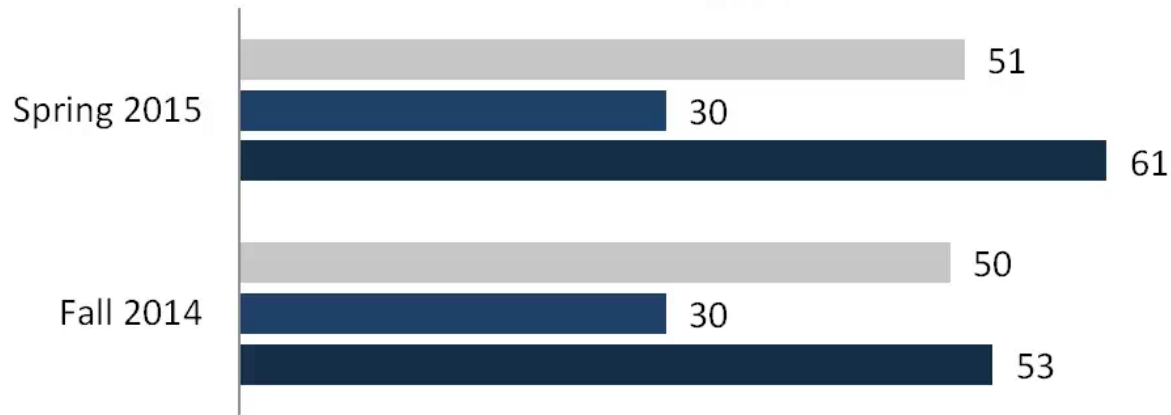
# KEY PERFORMANCE INDICATORS

**KPQ:** How effectively are we matching the placement needs for Nashville non-profit boards?

- **KPI:** Number of vacancies on non-profit boards vs. students committed

# Recruitment Pipeline

■ Non Profit Vacancies   ■ Corporations Contacted   ■ Committed

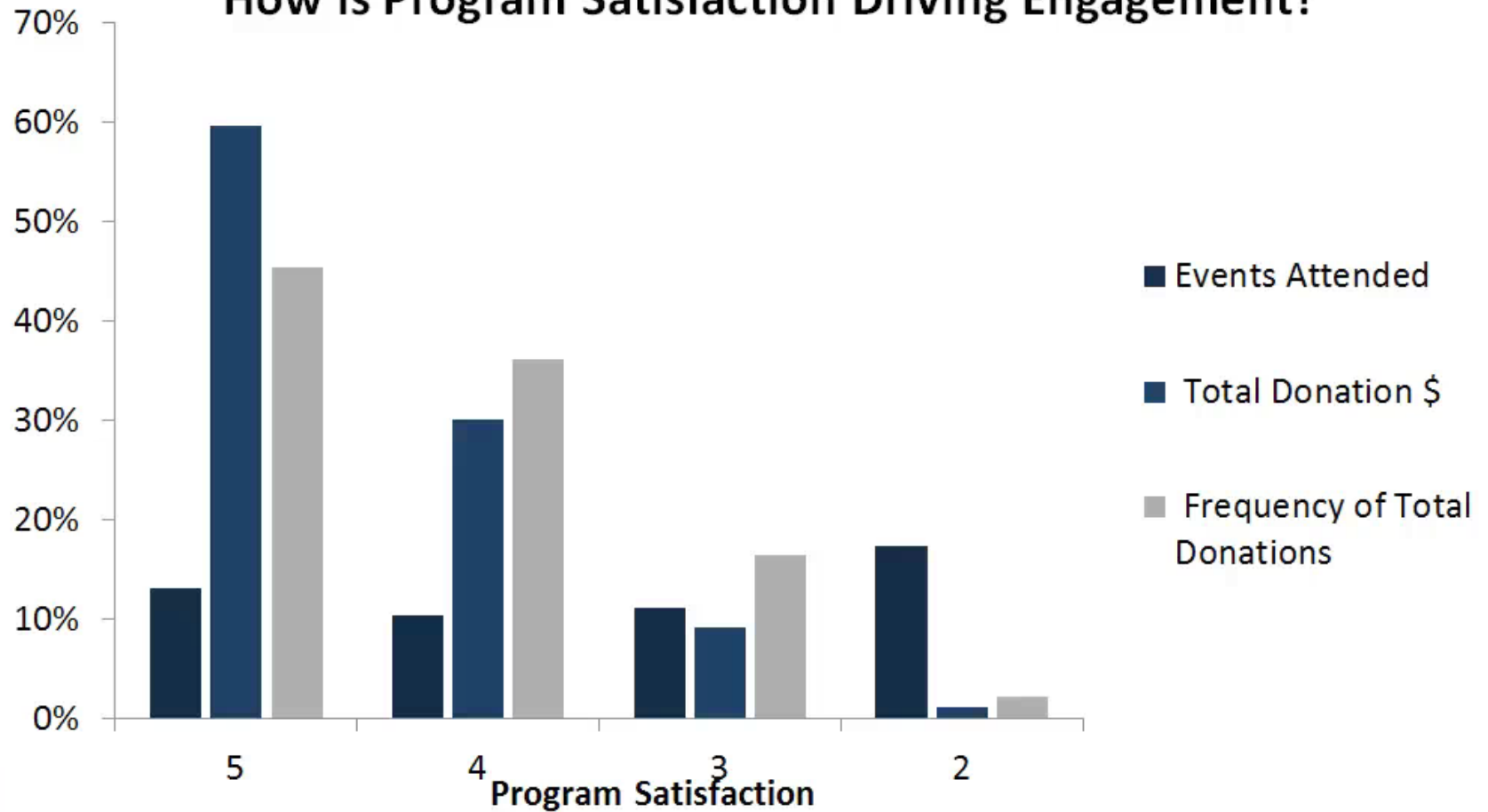


# KEY PERFORMANCE INDICATORS

**KPQ:** To what extent does program satisfaction lead to engagement?

- **KPI:** % Engagement grouped by satisfaction score
- *Engagement involves: event attendance, frequency of giving, and total donations*

## How is Program Satisfaction Driving Engagement?



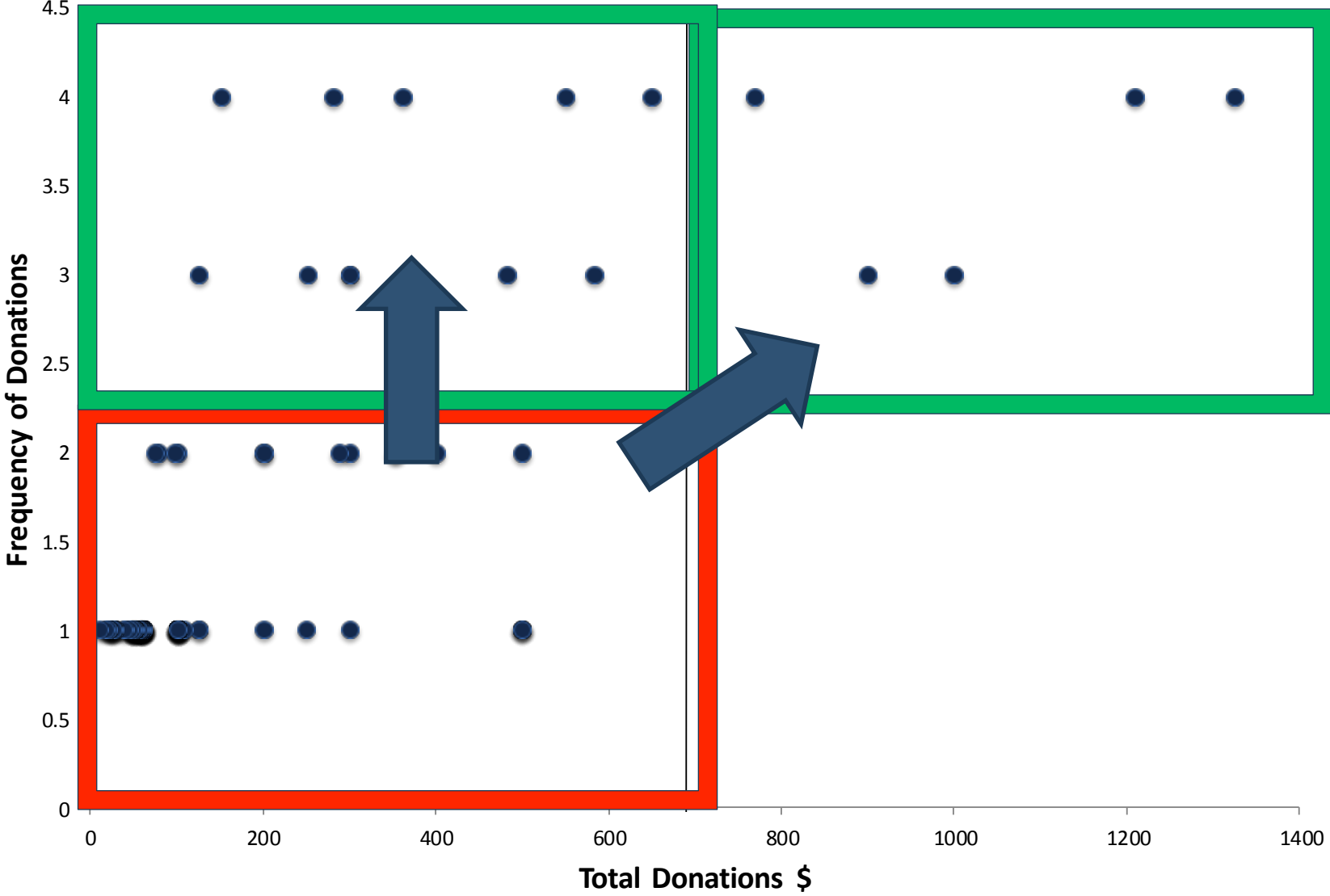


# KEY PERFORMANCE INDICATORS

**KPQ:** To what extent are alumni engaged financially?

- **KPI:** Frequency of Donations vs. Total Donations

# Donations Breakdown



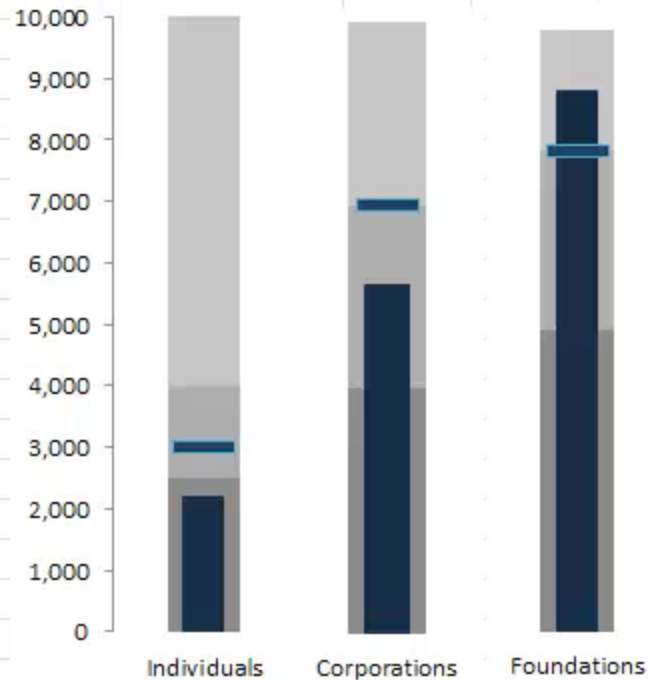
# KEY PERFORMANCE INDICATORS

**KPQ:** How effectively are we managing our budgets?

- **KPI:** QTD contributions vs. target (grouped by individuals, corporations, and foundations)

A	C	D	E	G	H	I	K	L	M
	<b>Individuals</b>			<b>Corporations</b>			<b>Foundations</b>		
		<u>Bullet</u>			<u>Bullet</u>			<u>Bullet</u>	
	Bad	2,500		Bad	4,000		Bad	5,000	
	Ok	1,500		Ok	3,000		Ok	3,000	
	Good	6,000		Good	3,000		Good	2,000	
	<b>Value</b>	2,200		<b>Value</b>	5,700		<b>Value</b>	9,000	
	<b>Target</b>	3,000		<b>Target</b>	7,000		<b>Target</b>	8,000	

### QTD Donations



# KEY PERFORMANCE INDICATORS

**KPQ:** Where should our outreach efforts be focused?

- **KPI:** Alumni event attendance score vs. alumni donation score
- **KPI:** Corporation Donation Dollars/Employees Sent

# Alumni to Target

Last Name	Events Attended	Annual Giving Frequency	Total Donations \$
Hackett	0	0.25	10
Raybon	2	0.25	16.25
Paxton Roberts	0	0.25	20
Rogers	0	0.25	21
Story	0	0.25	25
Poley	0	0.25	26
Whatley Schriener	0	0.25	26.25
Evans	1	0.25	26.25
Jones	1	0.25	27.25
Hawtrey	3	0.25	27.5
Zelenik	0	0.25	37.5
Moss	1	0.25	40
Pulles	0	0.25	45.04
Badgett	0	0.25	45.5
Shumate	0	0.25	47.63
Lord	0	0.25	47.63
Lacher	0	0.25	50
Alexander	0	0.25	50
Dyer	0	0.25	50
Sharp	0	0.25	50
Eads	0	0.25	50
King	0	0.25	50
Bell	0	0.25	50
Smith Wright	0	0.25	50
Hoy	0	0.25	50
Snitker	0	0.25	50
Drehmann	1	0.25	50
Kirk	0	0.25	50
Parrish	0	0.25	50
Vincent	1	0.25	50
Heggie	4	0.25	50
Fisher	0	0.25	50
Wood Stabell Esq.	1	0.25	50
	1	0.25	50

**Event Score**

1

2

3

**Donations Score**

1

2

3

**Total Event Attendan...**

0

1

2

3

4

5

6

7

**% of Events Attended...**

31%

38%

46%

54%

62%

69%

92%

**Total Donation \$**

10

16.25

19.87

20

21

25

26

26.25

**Total Instances of Giv...**

1

2

3

4

## Companies to Target

Company	Employees Sent	Total Donations
Adams and Reese, LLP	2	0
Adams Investment Strategies	1	0
Aegis Health Group	1	0
Aegis Sciences Corporation	1	0
Affinion Benefits Group, LLC	2	0
American Paper & Twine Co.	1	0
Argent Trust	1	0
Arthur J Gallagher	1	0
Asurion Corporation	2	0
Avenue Bank	7	1500
Avintus	1	0
Baker Donelson	6	4000
BancorpSouth	1	0
Bank of America/Merrill Lynch Wealth Management	3	6000
Bass, Berry & Sims PLC	5	0
BB&T Bank	0	2000
BDO	1	0
Bernard Health	2	0
Berry Roberts Reams Fleming Holdings, LLC	1	0
Bone McAllester Norton	2	0
Bradley Arant Boult Cummings LLP	2	600
Brooksource	1	0
Brown & Brown of Tennessee, Inc.	1	0
Brown-Forman	1	500
Byrd Proctor & Mills PC	1	0
C3 Consulting	3	0
Capital Financial Group	2	0
Carter Lankford CPAs	1	0
Cassidy Tunney	1	0

**\$/Alums**

- \$0.00
- \$125.00
- \$212.50
- \$214.29
- \$250.00
- \$300.00
- \$500.00
- \$571.43

**Total**

- \$0.00
- \$250.00
- \$500.00
- \$600.00
- \$850.00
- \$1,000.00
- \$1,200.00
- \$1,500.00

**Employer**

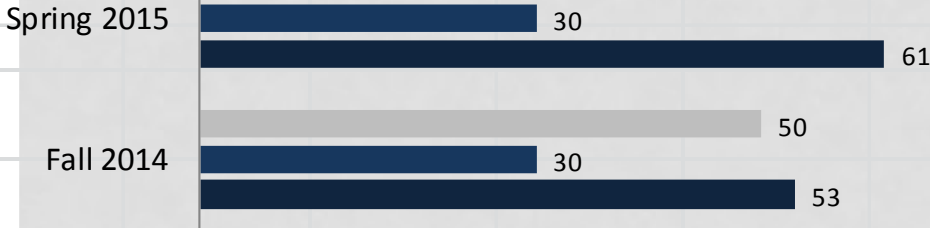
- Adams and Reese, ...
- Adams Investment ...
- Aegis Health Group
- Aegis Sciences Cor...
- Affinion Benefits G...
- American HomePat...
- American Paper & T...
- Argent Trust

**Number of Alums Last ...**

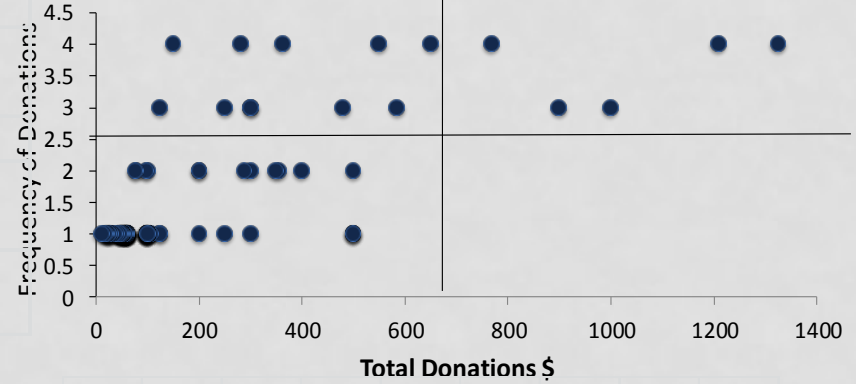
- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7

## Recruitment Pipeline

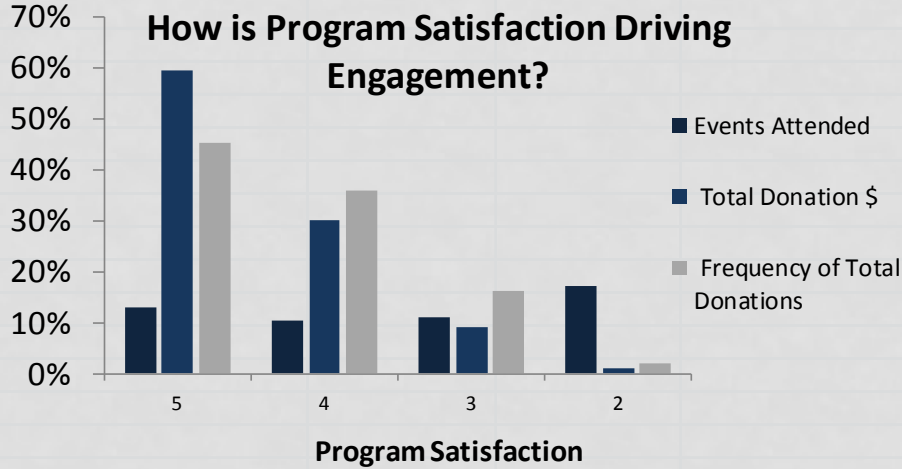
■ Non Profit Vacancies  
■ Corporations Contacted  
■ Committed



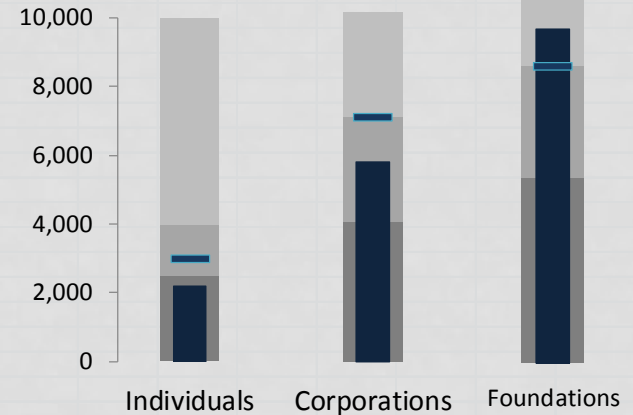
## Donations Breakdown



## How is Program Satisfaction Driving Engagement?



## QTD Donations



## Target Alumni

Last Name	Events Attended	Annual Giving Frequency	Total Donations \$	Donations Trend
Layne	6	0.25	58	■
Kassinger	6	0.25	60	■
Garrison Waldron	6	1	150.87	■ ■ ■
Robinson	9	0.5	200	■ ■
St. Clair	12	0.75	300	■ ■ ■

## Target Companies

Company	Employees Sent	Total Donations
Bass, Berry & Sims PLC	5	0
C3 Consulting	3	0
First Tennessee Bank	3	0
Regions Bank	5	0
Service Source International	3	0



# IMPLEMENTATION HURDLES



# RECOMMENDATIONS

