



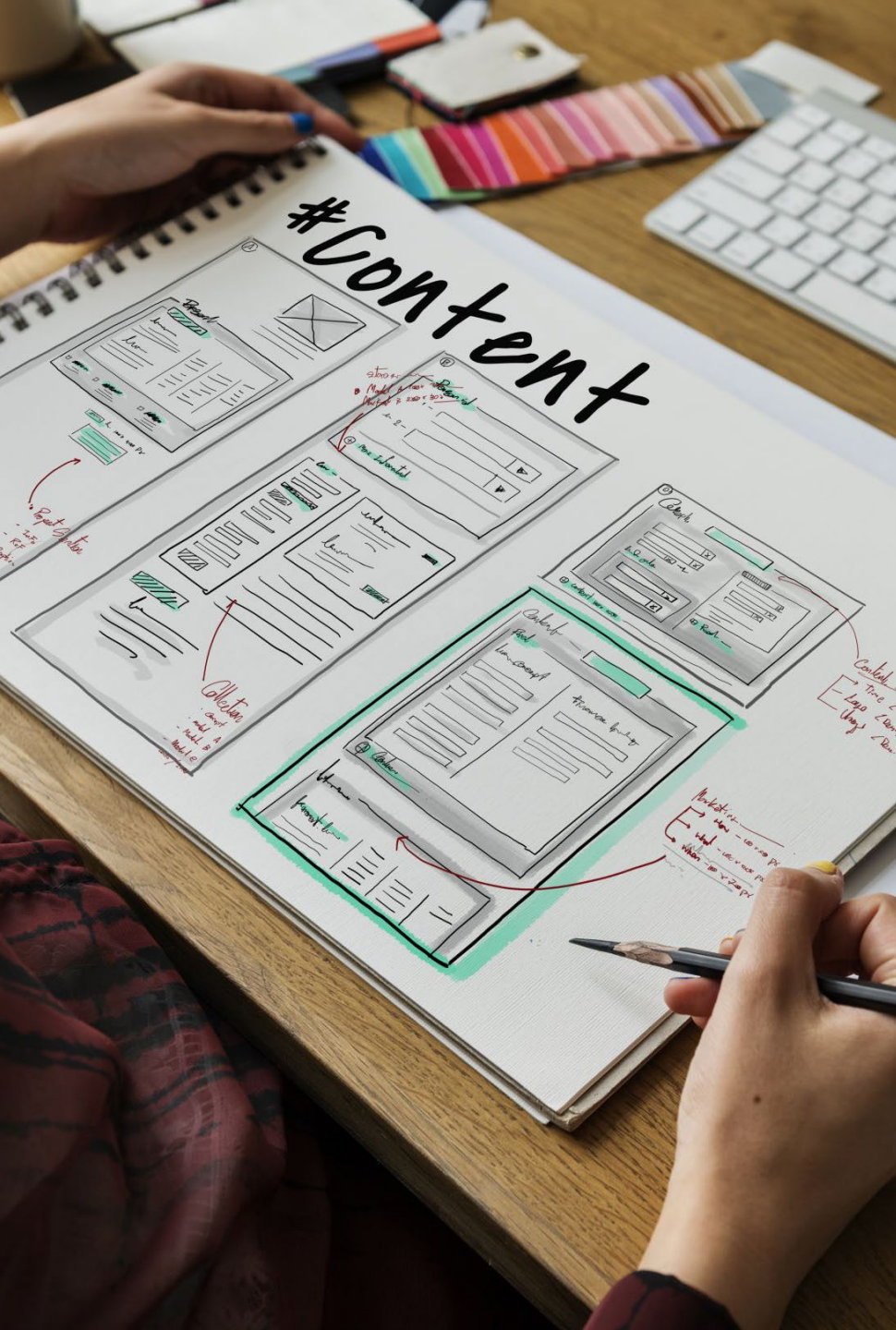
5 Keys to Building a Strong RDO

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PMA
NONPROFIT
LEADERSHIP





Session Goals

1. Maximize the Potential of Your RDO
2. Offer a Strategic Framework
3. Suggest Practical Exercises
4. Start Conversations

Session Overview



Sharpen Your **Vision**

Develop Your **Talent**

Seek **Collaboration**

Attack Your **Funding Cycle**

Evaluate & Innovate



Sharpen Your **Organizational** Vision



Mission



Vision



Action

Utilize the **Mission-Vision-Action** Framework

- Explain your work to **educate** and **illustrate scope**
- Make clear **the need** & define a **clear and compelling goal**
- Be prepared with **three distinct ways** someone can support you:
 - *Information*
 - *Engagement*
 - *Investment*

Sharpen Your **Personal** Vision

Tell Your Story

- Why You Do this Work
- Origin Story
- What You've Learned
- How You're Getting Better



Develop Your **Staff** Talent

Embrace self-assessment

12 Essential Skills and Experiences for Nonprofit Leadership

Create professional development plans

Two “comps” and two “aspirationals” per staff member

Develop Your **Board** Talent



Discuss **ideal** board members and create target list



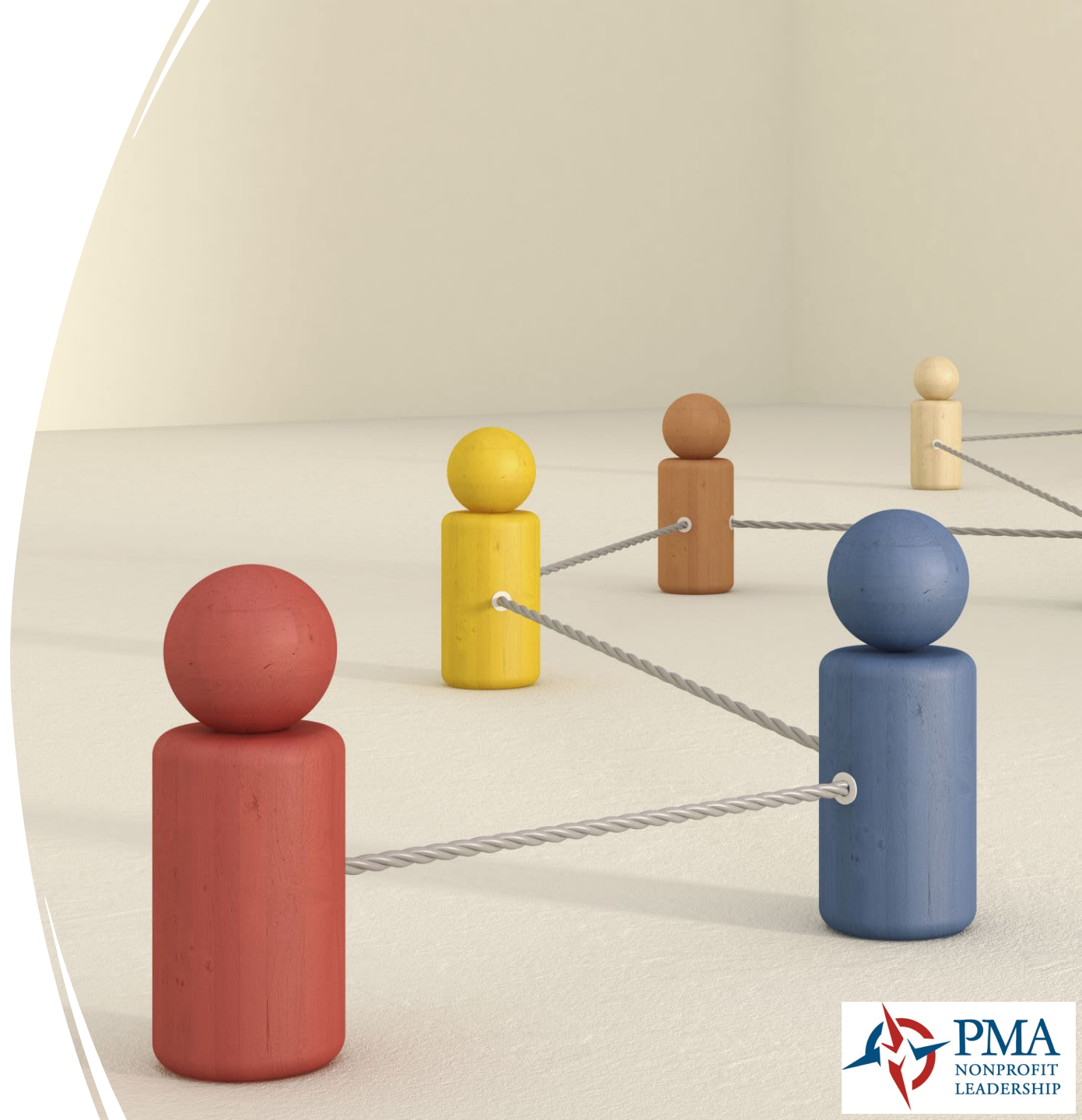
Develop **individual engagement** plans



Have **better meetings**

Seek Collaboration

- Who are your three most important **organizational partners**?
- What **organizational partnership** would best enhance your work in 2024?



Attack Your Funding Cycle

Who represents our top funding sources?

What information do they need from us?

How do we get them closer to our work?

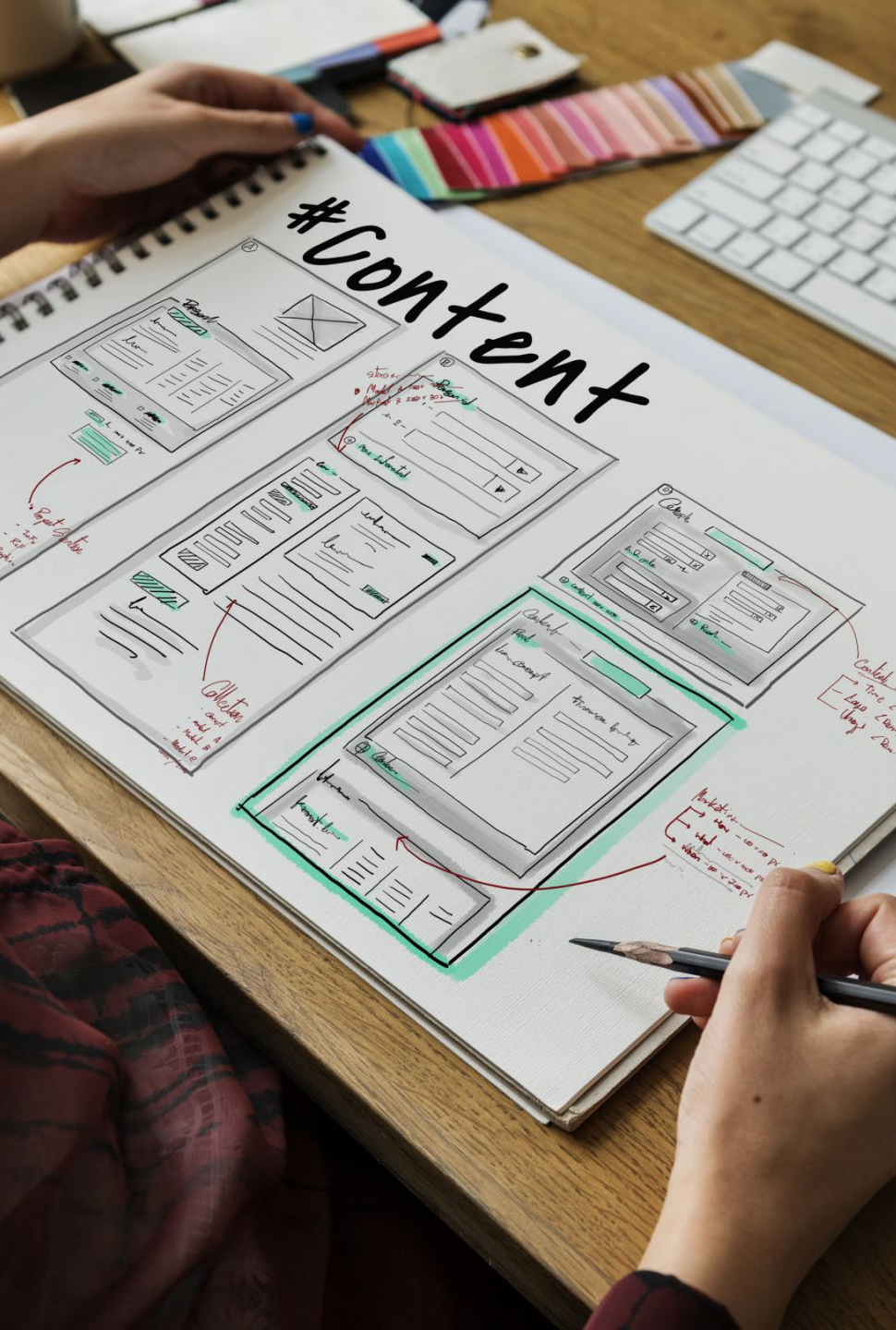
How do we steward the relationship?



Evaluate & Innovate

Three Questions

- How are you better than you were three years ago?
- What is the key metric to follow at your RDO?
- Who is your aspirational peer organization?



Summary: **Leadership Lessons**

1. Sharpen Your Vision
2. Develop Your Talent
3. Seek Collaboration
4. Attack Your Funding Cycle
5. Evaluate & Innovate

Thank you

Stay Connected!

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