



The Growing Challenges to Attract, Engage & Retain Leadership, Staff Members, Volunteers & Donors

Most organizations are facing shortages of people they need to be successful. This is no different for nonprofits; but, this also poses a serious threat to our communities and the many who nonprofits impact.

Why is organizational culture so important for nonprofits?

The nonprofit sector can be stressful. In addition to putting their main focus on those they are serving, leaders and staff members must guide volunteers and connect with donors, while also maintaining the business side. This can make it difficult to consistently maintain high levels of engagement and commitment.

Whether leadership, staff members, volunteers or donors, people involved with an organization need to feel a connection, understand how they are personally making an impact, and know that their efforts and contributions are appreciated.

Nonprofit organizations with a positive culture are more successful in achieving their mission:

Supportive leadership that keeps moving the organization forward

A motivated staff that communicates and collaborates effectively

Volunteers who are dependable and persistent in helping achieve the mission

Donors who are consistent and loyal in supporting the mission

Contact THRIVE to discuss:

- Developing a Strategic Plan to continue to attract, engage and retain the motivated, dependable, loyal people that your organization needs to remain successful.
- Creating a deep feeling of connection to the organization with leadership, staff members, volunteers and donors by showing them how their individual efforts are linked to the organization's mission.
- Reviewing and reinforcing your purpose-driven focus to provide a clear path for everyone to move the organization forward together.
- Outlining Team Objectives, Team Values and Team Accountability to strengthen unity and trust within your organization that will increase your impact.

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