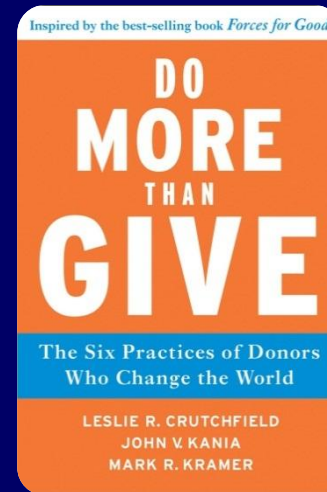
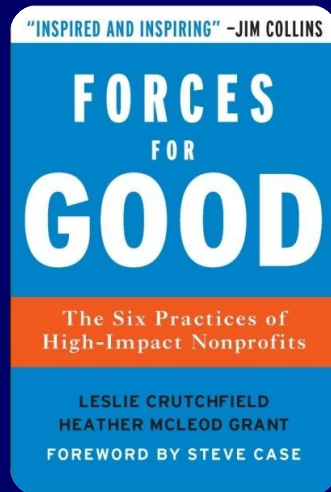
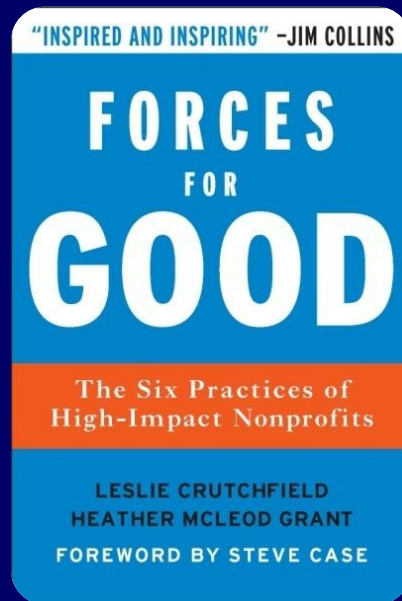


Change the Way You Change the World



**Leslie R. Crutchfield – Senior Advisor FSG
MCN-United Way Luncheon – St.Paul RiverCentre**



**What makes great
nonprofits great?**



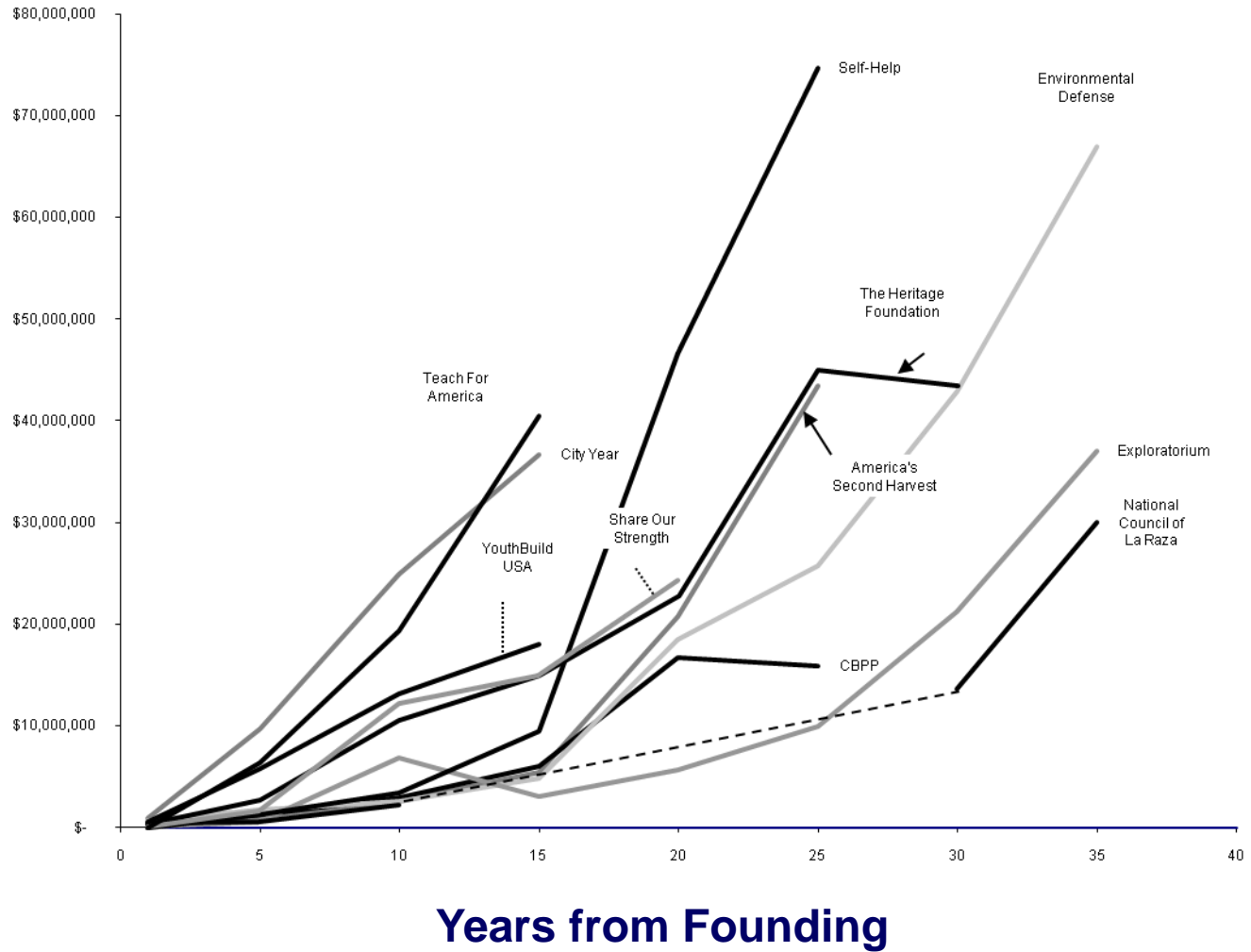
SELF  HELP




FEEDING
AMERICA



Annual Budget (\$Million)



- 
- Big budget
 - Global brand
 - Perfect mission statement
 - High charity ratings



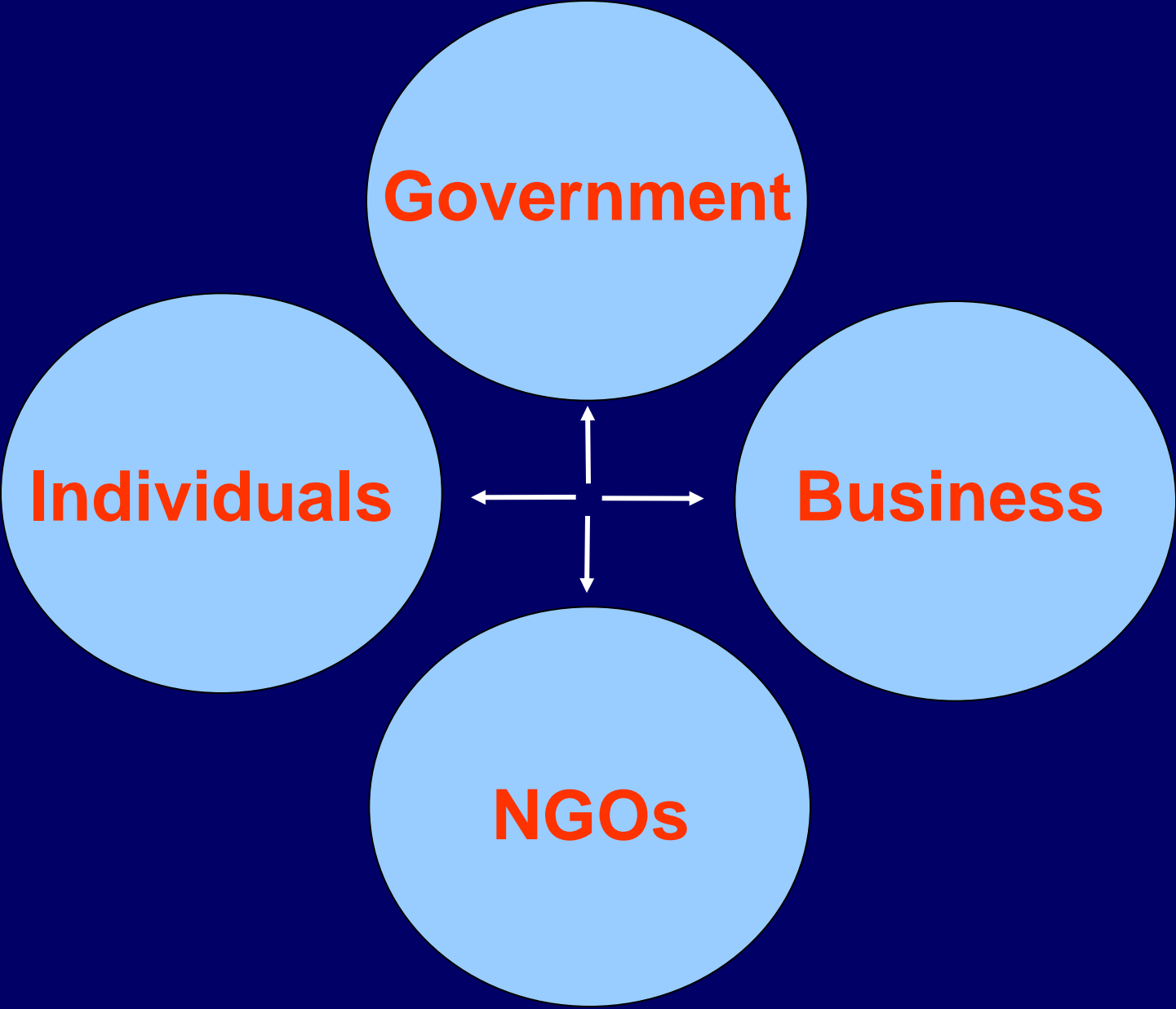
Great nonprofits build **movements**

not just organizations



“Give me a place to stand, and with
a lever I will move the whole world.”

–Archimedes



Government

Individuals

Business

NGOs

The Six Practices of High-Impact Nonprofits

1. Advocate *and* Serve

2. Make Markets Work

3. Inspire Evangelists

4. Nurture Nonprofit Networks

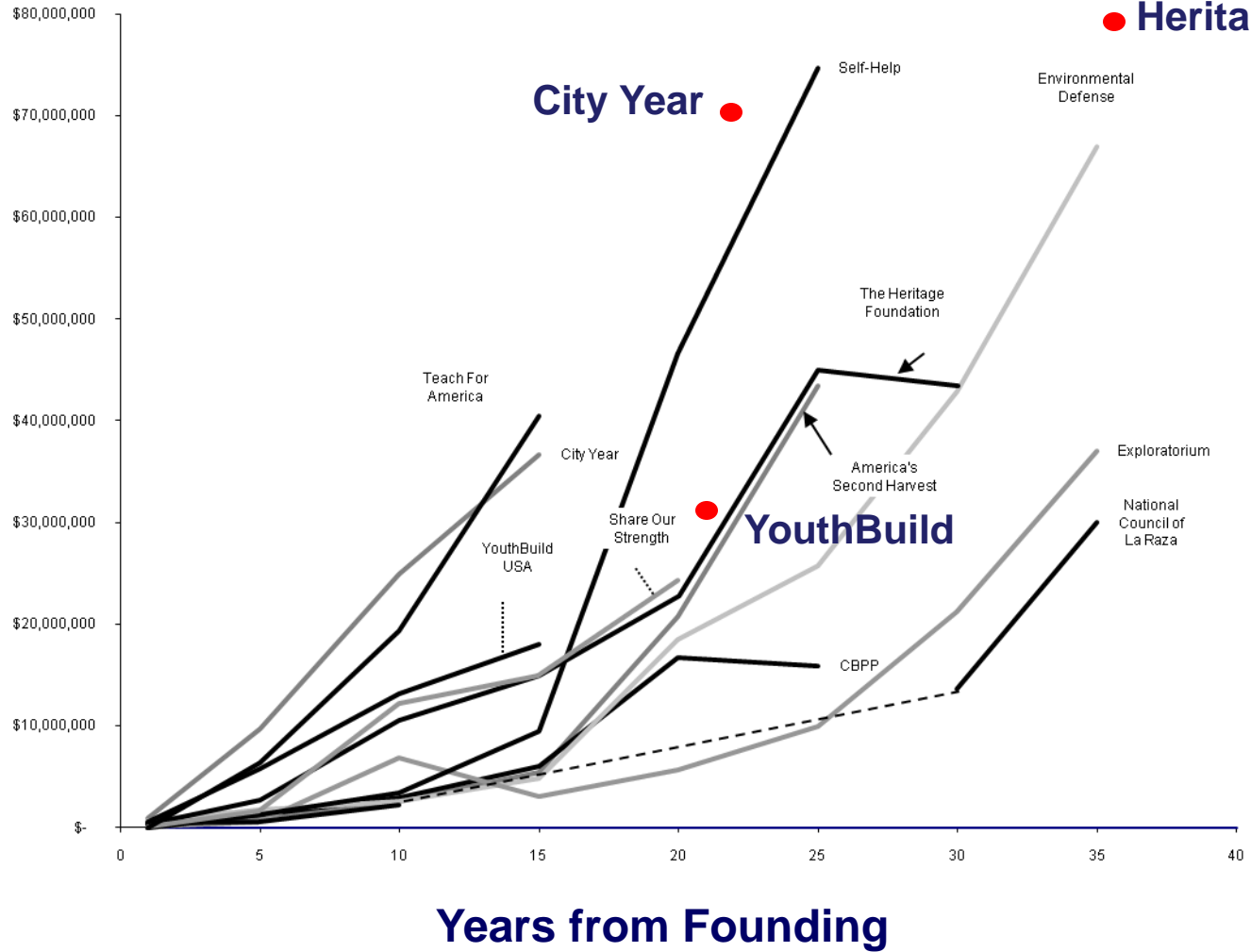
5. Master the Art of Adaptation

6. Share Leadership

-and-

Sustain Impact

Annual Budget (\$Million)

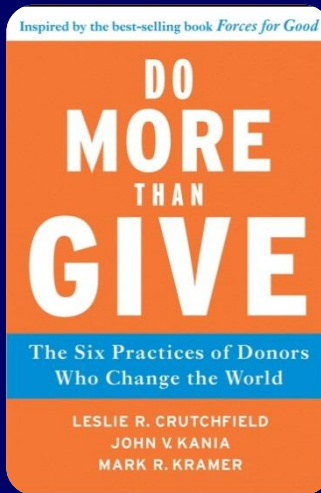


● Heritage

● City Year

● YouthBuild

Years from Founding



FSG Social Impact Consultants

Advocate For Change





What Holds Some Back?

- Limited staff and funding
- Confusion about laws
- Dislike the “L” word – “lobbying”



Make Markets Work



3 Nonprofit Paths

Change business operations

Partner with business

Run a business

Business Buzzwords

CSR, Creating Shared Value (CSV)

Cause Marketing, Public-Private Partnerships

Social Enterprise, Earned Revenue

What Holds Some Back?

- **Lack of access**
- **Focus on grants only**
- **Skepticism of for-profit intentions**



Nurture Nonprofit Networks

facebook



Google™

WIKIPEDIA



Organization Mindset

Competition

Grow the organization

Compete for resources
Protect knowledge
Competitive advantage
Hoard talent

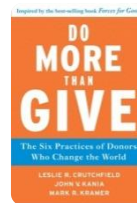
Network Mindset

Collaboration

Grow the network

Share resources
Open source IP
Develop competitors
Cultivate leadership

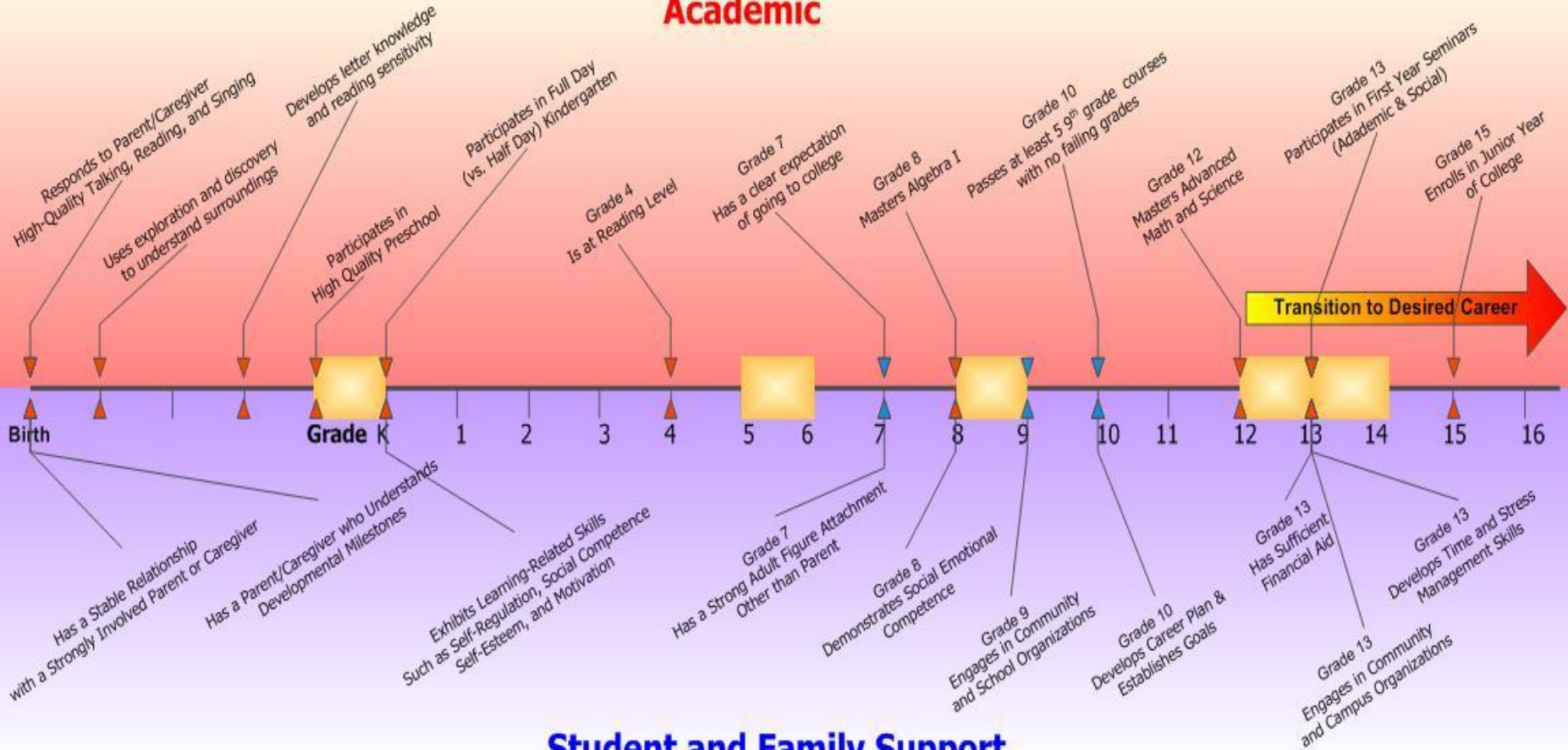
The Strive Partnership



Student Roadmap to Success



Academic



Student and Family Support

Key Transition Years

The Collaboration Spectrum



**Informal
cooperation**

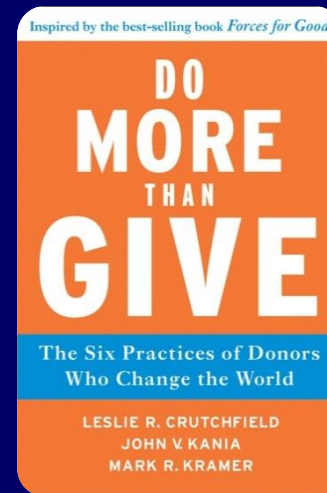
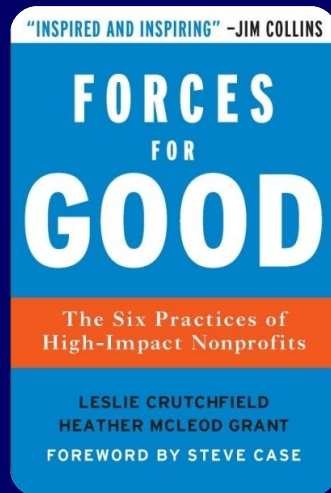
**Coordination
in an issue**

**Coalitions
& alliances**

**Collective
Impact**



**What makes great
nonprofits great?**



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