

LEADERSHIP ON-DEMAND CEO – LARGE NON-PROFIT

○ COMPANY PROFILE

- Large non-profit
- \$40 million in size

○ POSITION/TIMEFRAME

- Chief Executive Officer
- 6 months, transitioned to full time role

○ SITUATION

- Non-profit, operates more like a for-profit
- Concerned about the sustainability of the business
- Difficulty finding the right person to lead the organization, already had a hit and miss
- Board knew there were issues but not sure exactly where

○ IMPLEMENTATION

- Reviewed budgets, reduced unnecessary expenditures
- Changed management practices – department heads given more responsibility
- Changed company culture away from operating in a vacuum to being part of bigger picture
- Revised software management
- Launched new mobile application
- Opened new off-site call center
- Increased sales & marketing staff, decreased operational staff

○ RESULTS

- Achieved 34% increase in donations annualized
- Reduced dependency on public broadcasters by 23%
- Reduced outsourced marketing costs by 60% for same amount of services
- Significantly increased calls per week in call centers



34% increase in donations



23% reduction - dependency on public broadcasters



60% reduction - outsourced marketing costs



Significant increase in calls per week for call centers



Hard to believe he was able to transition in so quickly and well. Saying the business has stabilized is an understatement.