Nonprofit Success Institute
Collin County County Intensive Cohort 2022
Background

During the Spring of 2018, United Way and Communities Foundation of Texas collected information and feedback from over 30 Collin County nonprofits through focus groups, listening sessions, and surveys on needs and areas of interest for capacity building.

Based on the result of these findings - and in partnership with Toyota, City of McKinney, City of Plano, Independent Bank, Collin College, University of North Texas, Plano Chamber, Social Venture Partners, and Junior League of Collin County - we created an organizational effectiveness initiative to infuse financial and human capital to strengthen and support local nonprofits who are poised to grow to meet the evolving demand in Collin County.

This Spring we circled back to new organizations as well as past participants to listen and learn about the current challenges and needs facing the nonprofit community.
Collin County has the second lowest poverty rate of nearby counties at 6.7%.

Collin County has the second highest median income in the DFW area at $96,051.

The bottom fifth of earners in Collin County are experiencing a decrease in income.

Student loan debt has increased by nearly 20% from 2010-2019.

23% of public school students are economically disadvantaged.

28% of households spend more than a third of their income on housing costs.

Data source: Collin County Economic Opportunity Assessment
“I learned so much.. The time commitment was well worth it and I still refer back to my content notes because the material is still helpful...”

-Collin County Nonprofit Leadership Institute Alumni
We find a lot of value in this training as it’s more management and leadership focused. And bc everyone is from Collin County everyone gets along very nicely. We went to the Frisco grant hearing mtg and saw 4 friends from our class. We hear and understand each other’s pain points. If it had been a Dallas and Collin together cohort, the dynamic would be very different.
The Nonprofit Success Institute Collin County Intensive Cohort is a targeted learning opportunity that is exclusively for Collin County nonprofit organizations that are based in and serve Collin County residents.

The goal of this opportunity is to expand the network of local leaders and support the development of strategies to advance equity for families in Collin County that face disparities in education, income, and health.

The experience will provide a unique opportunity for organizations to:

- Develop a shared understanding of the current issues and areas of need within Collin County, and the role they play as a nonprofit, within the community
- Understand, articulate and be able to share the agency’s impact - to not only drive decisions about services, budgets, drive fundraising, but also how that impact supports the larger needs within the community
- Build collaborative networks and partnerships that support the agency’s mission, but also their long-term vision
- Create learning communities within the Collin County nonprofit sector
Key Capacity Building Concepts

Pillars of NP Management
- Leadership Development
  - Change Management
  - Emotional Intelligence
  - Peer Learning
- Program Delivery
  - Impact Culture
  - Designing and Evaluating Impactful Programs
  - Asset Based Community Development
  - Collaboration
  - Cultural Competency
- Fundraising
  - Funder Motivation, Cultivation and Stewardship
  - Major and Leadership Gifts
  - Corporate Giving / Sponsorships
- Marketing / Branding
  - Branding (Audience, Personas, Messaging, Design Best Practices)
  - Storytelling
  - Campaign Management and Media (Marketing Tactics)
  - Metrics and Personalization (Data, Marketing Tools)
- Succession Planning
  - Succession Planning Process
  - Success Profile / Competencies
  - Evaluation and Action Plan
- Board Development
  - Roles and Responsibilities
  - Governance vs Management
  - Fiscal Responsibility
  - Strategic Planning
Structure of the 2022 Intensive Cohort

- The Nonprofit Success Institute Collin County Intensive Cohort will kick-off in January 2022, and will be held in person, at the Communities Foundation of Texas Hall Park location in Frisco.

- Sessions will be 5 hours in length (9am-2pm) and will require attendance by a primary executive staff member, and a program staff depending on the topic of the given workshop.
  - Exact dates and times of sessions are outlined on the next slide.

- Learning opportunities will be offered for team members at various levels of the organization (leadership, program staff, board members)
  - A detailed curriculum will be provided once accepted into the program

- Participating agencies may also receive a $10,000 grant, contingent upon participation and attendance
2022 Nonprofit Success Institute Cohort