



# boardable

Board Management Simplified.

WEBINAR:

**What Leadership Style is Best for Your Nonprofit Fundraising?**



# Leadership Styles & Impact on Your Nonprofit Fundraising

*How your leadership behavior is helping or hurting  
creating a culture of philanthropy*

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# The Wake Up Call





# The Four Styles of Leadership



Transformational Leadership



Charismatic Leadership



Transactional Leadership



Servant Leadership



# Servant Leadership



- Leaders who achieve superior organizational performance by focusing on the needs of their followers
- 54%
- Possible connection to a lack of strategic planning and CEO evaluation



# Transformational Leadership



- Leaders who effect change in organization through a commitment to the organization's vision
- 35%
- Probably easiest to learn

# Charismatic Leadership



- Leaders who lead through force of personality
- 29%
- Common to see in nonprofits and can be effective, but has a dangerous dark side

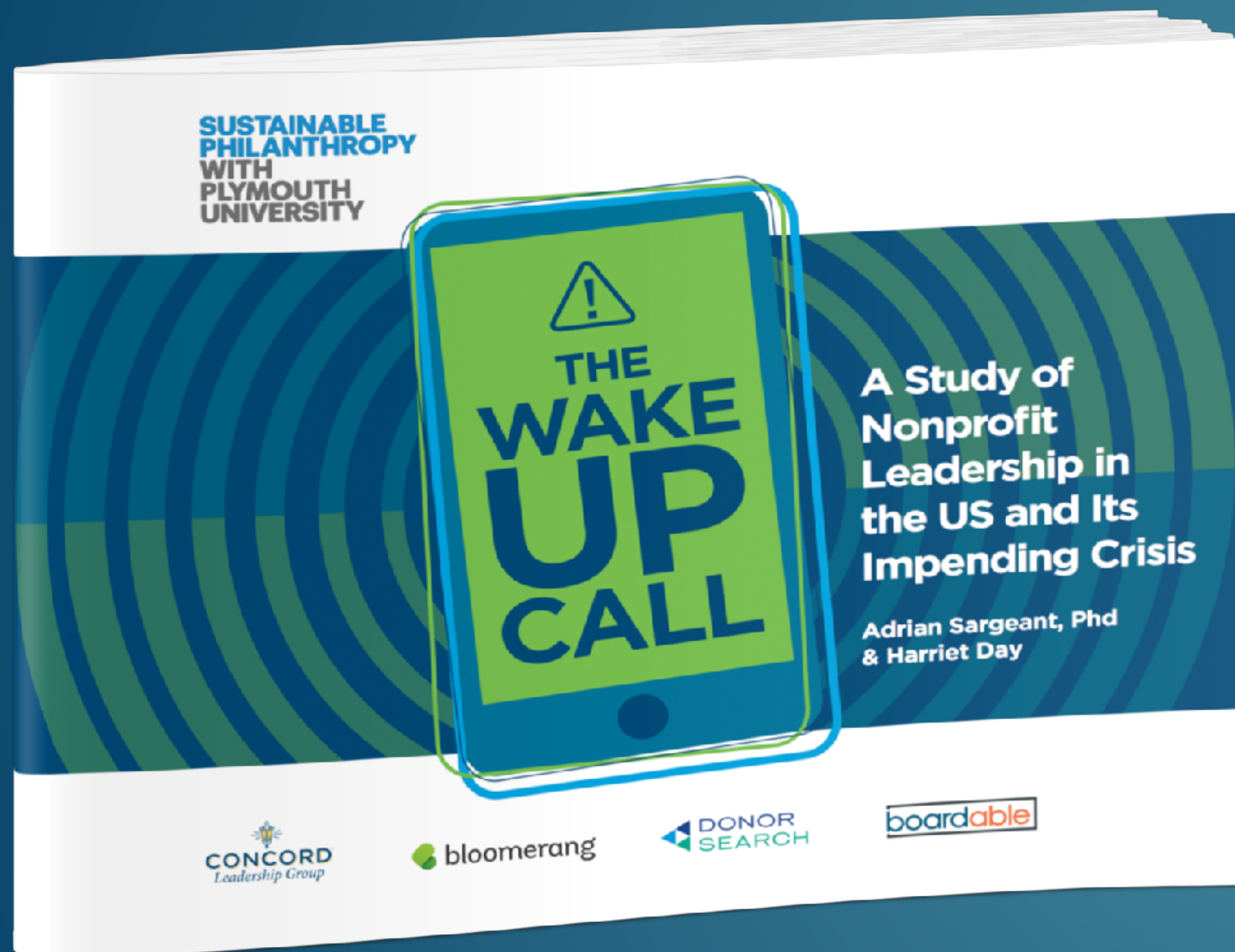
# Transactional Leadership



- Leaders who lead by setting goals and tying rewards to those goals
- 5%
- More in *exclusion* to aspects of servant leadership, transformational leadership, and charismatic leadership



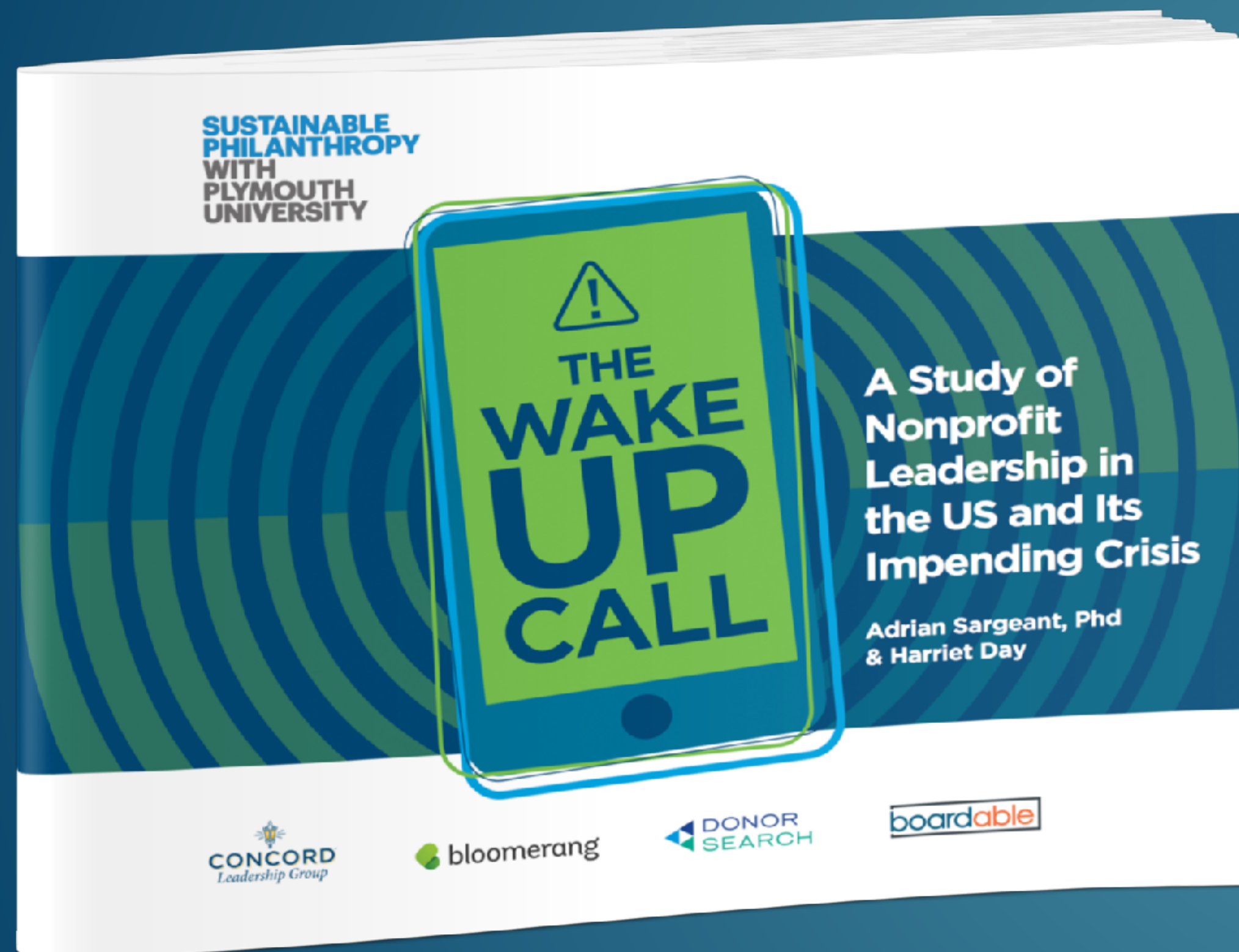
# A Culture of Philanthropy



The researchers asked leaders about the “fundraising climate” - both about their own effort and others in their organization

- They split the responses into
- Leadership engagement
  - Institutional engagement

# A Culture of Philanthropy



*"It is particularly disappointing that there is widespread ignorance of the importance of donor loyalty and the role that every member of staff might play in its development."*



# Impact on Philanthropy



## Servant Leadership

- Strongest link to a culture of philanthropy



## Transformational Leadership

- Creates a culture of philanthropy, *if* confident in abilities



## Charismatic Leadership

- Fundraises but is challenged to get others to fundraise too



## Transactional Leadership

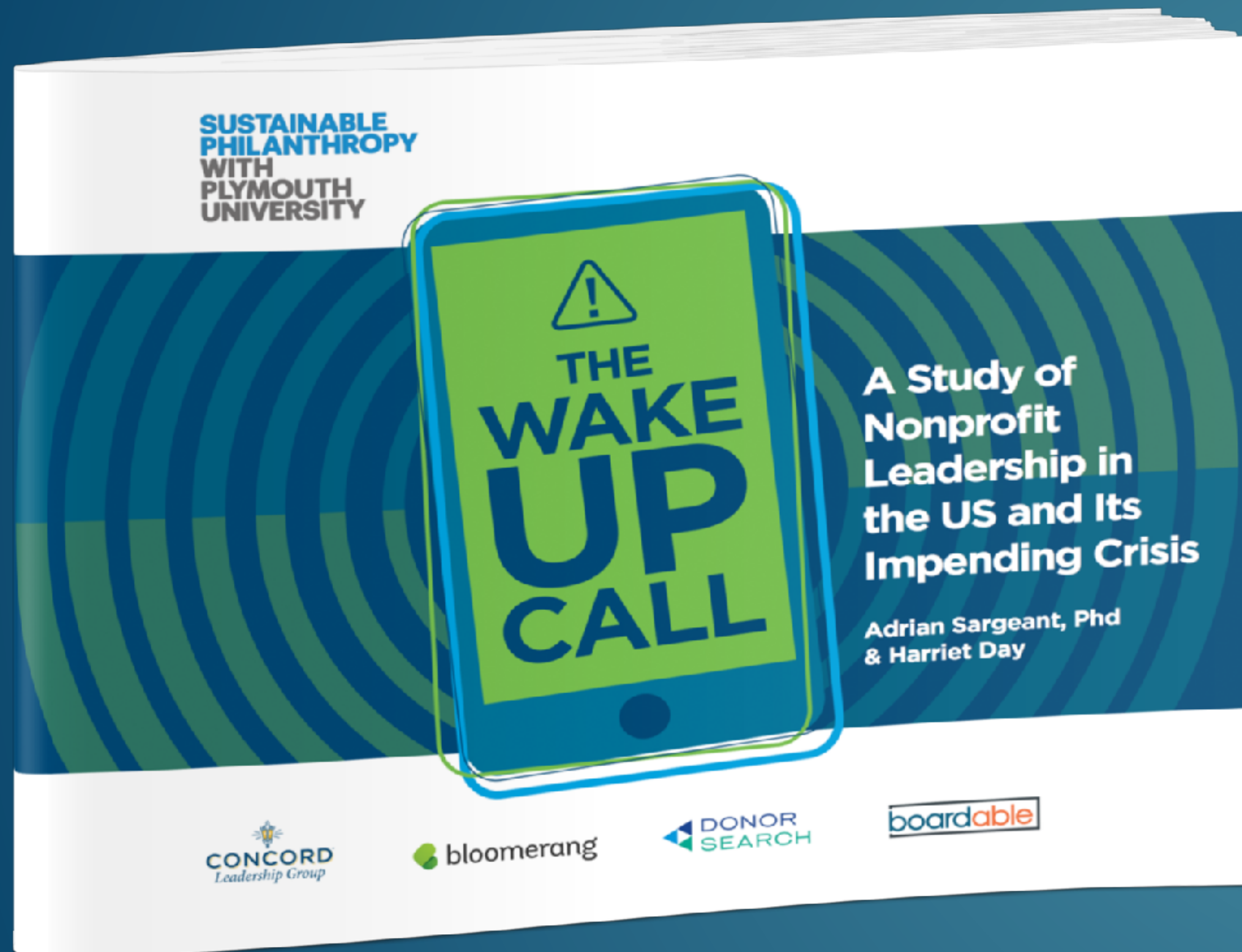
- Correlated with decreasing budgets

• **Which style** matches your organization? •





# The Wake Up Call



“

## Organizations that:

- undertook higher quality strategic planning
- undertook higher quality succession planning
- were more completely meeting the development needs of their leaders

**were significantly more likely to have a strong culture of philanthropy.**

”



**67% of leaders are  
planning to leave  
their position within  
five years.**





ONLY

**21.4%**

OF LEADERS  
HAVE A VERY  
GREAT DEGREE OF  
CONFIDENCE IN  
THEIR LEADERSHIP  
ABILITIES

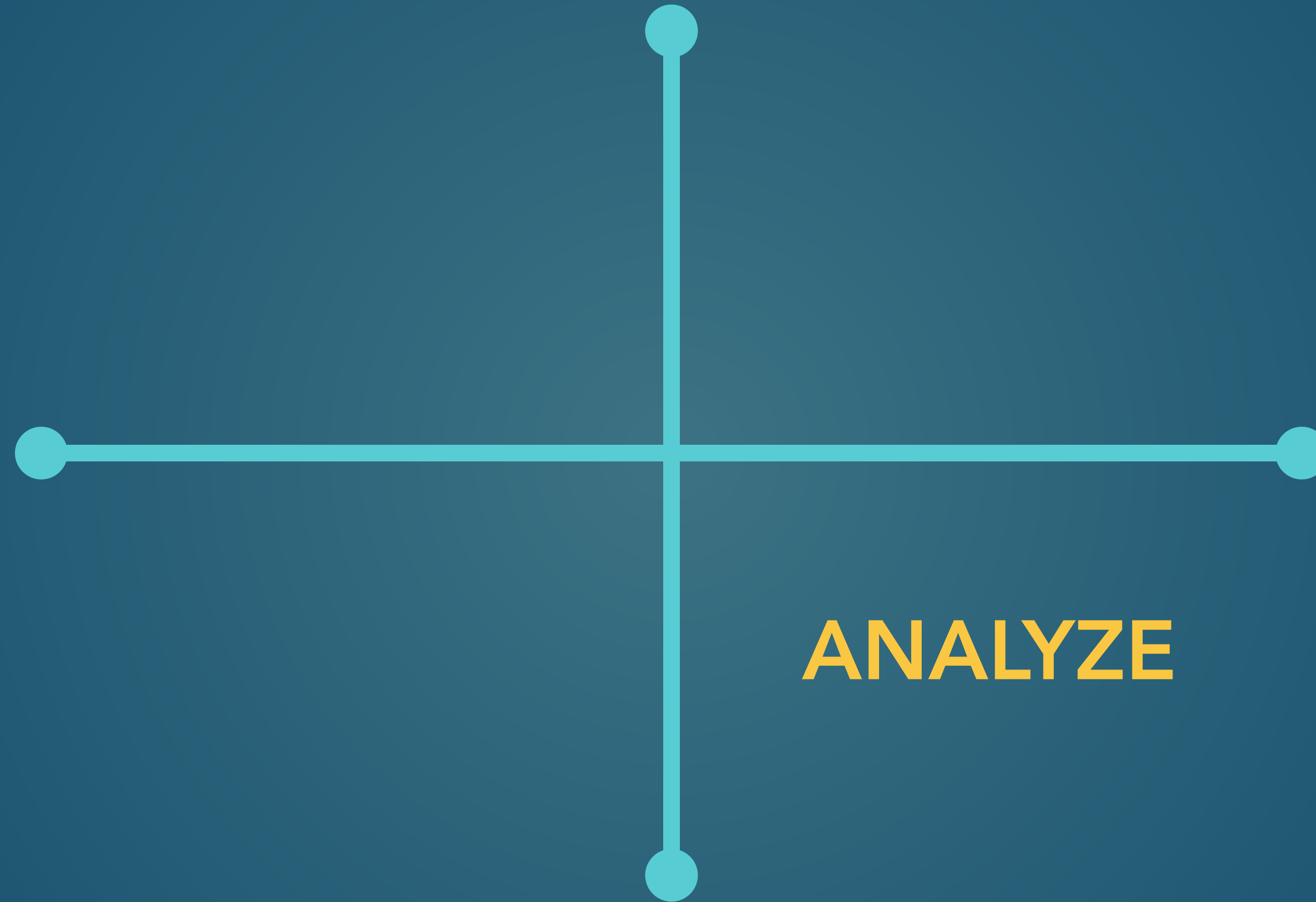
ALMOST

**10%**

HAVE LITTLE  
CONFIDENCE IN  
THEIR ABILITY TO  
LEAD







INTERNAL

ANALYZE

UNSURE

# Quadrant 3 Leadership





# What Do We Do?



## Servant Leader?

- Good! Have confidence to align with your plan



## Transformational Leader?

- Good! Do the Q3 work to grow in confidence



## Charismatic Leader?

- Good! Do what it takes to shift focus to mission/vision



## Transactional Leader?

- Good! Tie goals & rewards to creating a strategic plan!

# Turbulent Times



DECEMBER 29, 2010

## Baby Boomers Retire

BY RUSSELL HEIMLICH

As the year 2011 began on Jan. 1, the oldest members of the Baby Boom generation celebrated their 65th birthday. In fact, on that day, for the first time in history, more Americans turned 65 than turned 18, and for every day for the next 19 years, 10,000 baby boomers will reach age 65. The aging of this huge cohort of Americans (26% of the total population are Baby Boomers) will dramatically change the composition of the country. Currently, just 13% of Americans are ages 65 and older. By 2030, when all members of the Baby Boom generation have reached that age, fully 18% of the population will be 65 and older, according to Pew Research Center population projections. The typical Boomer believes that they are old. The typical Boomer believes, according to a 2009 Pew Research survey, that they are older than they actually are, fully 61% of Boomers feel younger than their actual age, fully 61% of Boomers would imply. In fact, the typical Boomer feels older than their chronological age. [Read More](#)

“

### Organizations that:

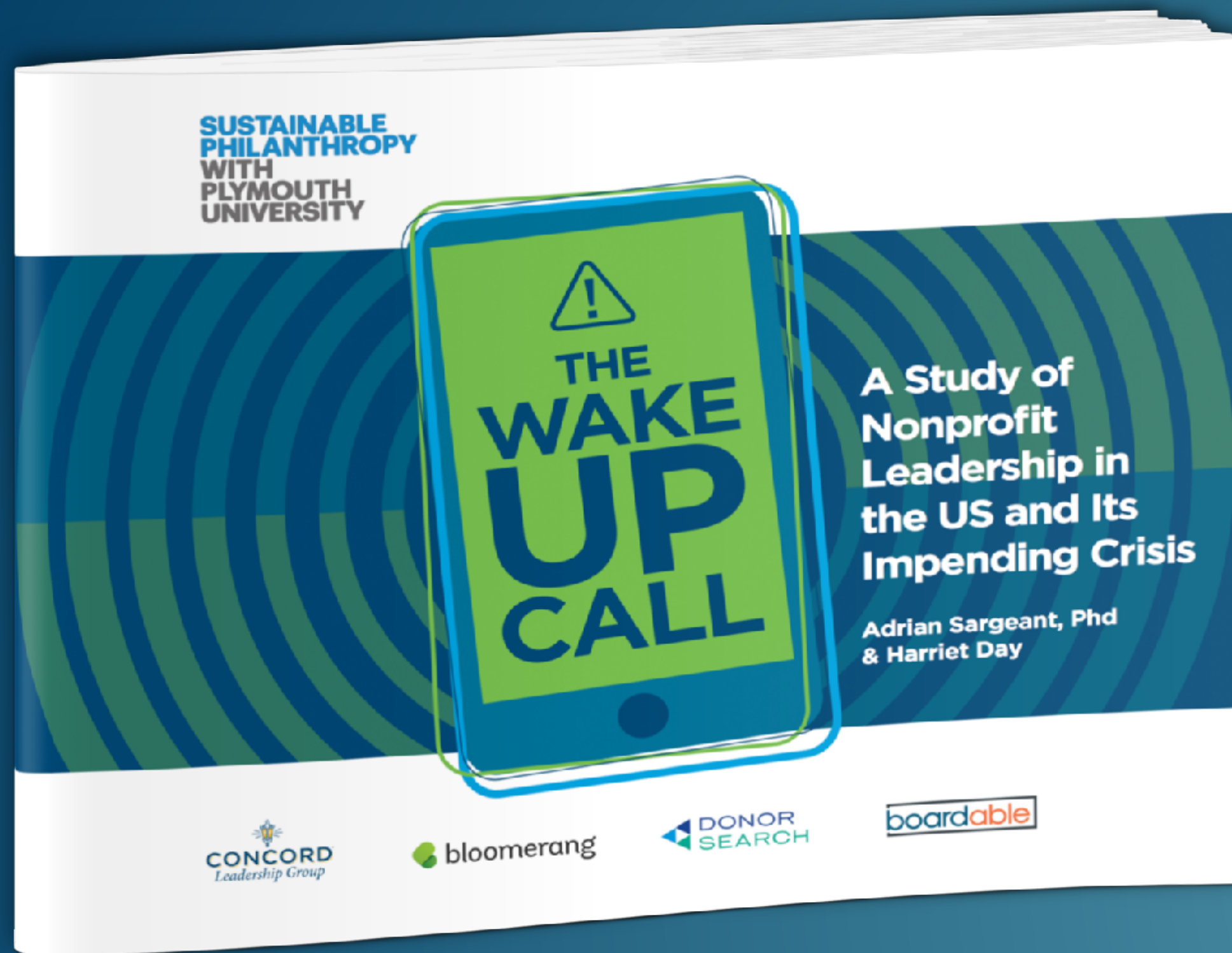
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*More training at The Nonprofit Academy*  
<http://thenonprofitacademy.com/>





# Q & A Time

Please enter questions and comments in the chat area. We will address as many as possible and summarize answers in the slide deck.





Coming Up Next at  boardable



**Steven Shattuck,**  
Chief Engagement Officer at  
Bloomerang

## December 17 at 2PM ET: Steven Shattuck

- “You Worked Hard for End-of-Year Donations — Here’s How to Keep Them in 2020!”
- Learn what you might be doing wrong with your end-of-year donors
- Find out actionable tips for making your 2020 fundraising easier with repeat donations
- Get ideas for involving your board of directors



# Thank you for joining us!

Watch for a replay email soon.

Visit us at [www.boardable.com](http://www.boardable.com)

Visit Marc Pitman at [fundraisingcoach.com](http://fundraisingcoach.com)

