



Nonprofit News

6 Tips to Avoid Leadership Burnout

Hint: Don't work less

By Jay Desko, PhD, The Center

Burnout is a term that started to be used in the 1970s. While it has never been well-defined, the National Institutes of Health describes it as exhaustion, alienation from work and people, and reduced performance in everyday tasks. Many people attribute burnout to their jobs. But in reality, what is happening at work is only one contributor to stress and burnout. According to the American Psychological Association, money, workplace and family are the top three contributors. While stress is always going to be a part of life, there are ways to limit or avoid the negative effects of burnout.

Below are 6 tips that can help.

1. FIND SOMETHING YOU LOVE TO DO AND DO MORE OF IT

Leaders often assume they are burning out because of working too many hours. Sometimes this is true, but sometimes it's that leaders are not doing what they are passionate about. If a leader can get to the point of doing 80% of what they love, they won't track hours, they will gain energy. Most leaders don't count hours unless what they are doing is draining, boring and falling far short of the 80%.

2. WORK WITH AT LEAST ONE GREAT FRIEND

When you work with someone you really like to be around, the stress of work goes down and the joy of work goes up. This is true even if you have a job you really don't like. If you do what you love and get to do it alongside of people you love, the likelihood of burnout dramatically goes down. And, if you don't already have at least one great friend at work, there is nothing keeping you from developing one!

3. KNOW YOURSELF AND YOUR SYSTEM

God has made everyone a bit different. We need to know our own body and the signs of how we are doing. In addition, we need to know our system which includes our spouse and children and how their uniqueness and expectations influence our energy and health. Some leaders tire out more quickly than others and will need to build endurance. Other leaders may have circumstances in their personal lives that are draining far more energy than their job. You cannot prevent burnout without knowing yourself and your unique circumstances.

4. LEAVE SUPERMAN AND WONDER-WOMAN FOR THE MOVIES

Sometimes our desire to live up to the expectations of others or our reputation of being "hard workers" and "first in and last out" and "I don't know how she does it all" can place us as leaders in a deadly performance trap. Even when we love what we do and even if we are fortunate enough to work with great friends, we still have limits, and we must monitor and manage those limits or suffer the consequences.

5. BUILD ENDURANCE

Some leaders need to build more endurance – not reduce stress. In other words, the problem is not that they have too much stress, it's that they do not have a high enough endurance for a leadership role. For these types of leaders, they would do well to have someone [coach](#) them in building endurance or grit rather than fleeing from stress. An athlete or soldier does not get stronger by reducing stress but rather by building muscle and endurance over time.

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Spring
2018

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NONPROFIT UNIVERSITY

MONDAY, June 11, 2018

8:00-8:30 am Registration and Breakfast

8:30-9:30 am General Session

Four Disciplines of an Influential Leader-Jay Desko, PhD

There is an over-abundance of information on leadership and management. What if you could just focus on four important actions that would most significantly shape who you are and how you lead?

Using our experience in coaching hundreds of leaders as well as from growing support from research, we have identified four disciplines that can make the difference between an average leader and an exceptional one:

- The importance of grit and endurance
- The power of reframing the way you think
- The benefits of relating well to other
- The significance of managing your credibility

9:45-10:45 AM Workshop Session I

Smart Change Leadership Jay Desko, PhD, The Center

Everything You Ever Wanted to Know about Event Planning (but were afraid to ask!) Brittany Alba, Dunleavy & Associates

Create Your Own Oasis: Surviving the Impending Funding Desert Tamela Luce and Jennifer Pedroni, HealthSpark Foundation

Efficient Grant and Contract Reporting with QuickBooks Amy O'Connor, Bookminders

11:00-12:00 PM Workshop Session II

Cultivating the Next Generation of Board Leaders, Mandy Mundy, NOVA

Creating Contagious Confidence for Successful Capital and Comprehensive Campaigns Jill Macauley, Schultz & Williams

Building Capacity Through Collaboration Nancy Wolf, Libertae

Nonprofit Finance Forum Cindy Bergvall, Bee, Bergvall & Co./ Catalyst Center for Nonprofit Mgt

12:00-1:30 PM Lunch-Generosity Marketplace

1:30-2:45 PM Workshop Session III

The Power of Moments Zane Moore, Central Bucks Family YMCA

Philadelphia Foundation: New Giving Guidelines Phil Fitzgerald, Director of Grantmaking, Philadelphia Foundation

Strategies for Nonprofit Mergers and Joint Ventures Laura Solomon, Esq. Solomon and Associates and Nadya Shmavonian, Nonprofit Repositioning Fund

Update from the Hill Dan Foley & Ryan Kastner, Innovative Benefit Planning, LLC

3:00-4:15 PM Workshop Session IV

How to Recover from Organizational Upheaval and Succeed After Seismic Change Morgen Cheshire, Cheshire Law Group

Aligning Mission & Values in the Merger Process Elizabeth Vibber, Bee, Bergvall & Co. / Catalyst Center for Nonprofit Mgt

Digital Fundraising Best Practices Terry Hersh, DonorPerfect

Cornucopia of Compliance: Keeping Your Organization on the Right Track Ifeoma Aduba, Harbor Compliance

NPU 2018

June 11, 2018

8:00 AM-4:15 PM

**Bucks County
Community College**
275 Swamp Rd.
Newtown, PA

\$35 pp
\$25 pp for clients of
Bee, Bergvall & Co./
Catalyst Center

*Breakfast and lunch
included*



Register at:
www.catalystnonprofit.com/our-services/training-events/

Contact: Liz Vibber
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lvibber@bbco-cpa.com



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4 Questions You Should Ask Every Time You Send An Email

Email is crucial to your efforts to engage your donors, supporters, and the community at large. An effective email strategy can help your organization raise money, activate supporters, advocate for your cause, and thank the valuable donors that keep your organization thriving.

To succeed with email marketing, you need to develop an overall plan and strategy that you can break down into achievable tasks, so that you can manage your time and have more success telling an inspiring story to drive fundraising results.

Before you send your next email, you should be sure to ask yourself the following 4 questions:

QUESTION #1: WHAT IS THE GOAL OF YOUR EMAIL?

What are you trying to accomplish? Why should the reader care? How can the reader get involved? Every organization has different goals, but there are some common goals that most fundraisers tend to share:

- Engaging constituents
- Thanking donors
- Promoting events
- Making the ask
- Giving Tuesday campaign
- Soliciting new donors

Whatever goal you are trying to achieve with your email should be clear and measurable, with specific calls to action.

QUESTION #2: HOW WILL YOU MEASURE SUCCESS?

Email marketing without reviewing your email metrics is like throwing a message in a bottle into the ocean. It doesn't matter how well planned, designed, or written your message is because you'll never know what happened to it.

The first step of measuring the impact of your emails is to decide what it is you actually want people to do after they read them. Do you want them to donate? Maybe you want them to engage with your email, clicking the link inside and visiting your website. In that case, you should focus on measuring open rate, click-through rate, bounces, and opt-outs (unsubscribes.) If instead, your goal is to solicit feedback from your audience through a survey, you should measure response and completion rate. Measurement strategies will differ based on the type of email you're sending.

In 2017, DonorPerfect clients using Constant Contact saw an average open rate of 35% and a click rate of 9%. How well do your emails perform?

QUESTION #3: DID YOU MEET YOUR GOAL?

Step back to see the full picture of your email marketing. Don't measure for the sake of measuring. Instead, make sure you measure to understand the impact of email marketing on your organization and the goal you set for the specific email campaign.

Focus on the big goals. Are you attracting more donors? Selling tickets to your spring gala? Communicating the impact you are making in the community? Remember to tie all of your efforts back to measurable outcomes and align your email marketing strategy with your organization's most important goals.

QUESTION #4: WHAT WILL YOU DO DIFFERENTLY NEXT TIME?

Analyze. Assess. Adjust. This triple-A approach to optimizing your email strategy is your guide to continuous refinement and improvement.

You should be looking at everything: how you're executing on your email marketing strategy, design, calls to action, email content, and impact on your goals.

LEARN THE EMAIL BEST PRACTICES FOR FUNDRAISING

Join Terry Hersh of DonorPerfect at Nonprofit University on Monday, June 11th at Bucks County Community College. Terry will be discussing Best Practices in Digital Fundraising.





June 28, 2018
Board Boot Camp
5:00-8:30 PM

The Board Boot Camp program has been designed for both new and experienced board members to learn or refresh their skills on being an effective nonprofit board member. This does not happen by accident, but rather by thoughtful attention to the role of board members in your organization. This intensive program focuses on skills effective board members possess.

Freshman Track ~ for individuals who have served for less than two years on a nonprofit board and are interested in learning about the more general duties of board members.

Advanced Track ~ for individuals who have experience serving for many years or on a variety of boards and are looking to gain insight on the tools used by more mature boards.

Location: Regional Foundation Center, Philadelphia Free Library, 1901 Vine St. Philadelphia, PA

Cost: There is no charge for this program, but registration is required and initially limited to 5 board members per organization

Registration: <http://www.catalystnonprofit.com/our-services/training-events/> Liz Vibber 215-343-2727 or lvibber@bbco-cpa.com for more information.

LEADERSHIP BURNOUT CONT'D

6. RELIEVE PRESSURE

There are times that burnout is a real and present danger – declining energy, feeling depressed, lack of motivation, etc. Research is constantly showing that the benefits of exercise can include reducing stress. In addition, be courageous and seek out a medical opinion to see if anything else may be contributing to how you are feeling. Also, consider seeing a counselor or coach for some help in making sense of what you are experiencing. Sometimes, just having a confidential listener can provide enough hope and help you to regain your momentum over time.

Identifying the signs of burnout early and implementing the above tips can help to avoid it. [Contact](#) The Center to learn more about how [coaching](#) can assist you or another team member in building endurance!

[Jay Desko](#) is the Executive Director of The Center and serves on the Senior Leadership Team at Calvary Church in Souderton, PA.

Join Jay Desko at Nonprofit University on Monday, June 11th at Bucks County Community College.

To subscribe to the Catalyst Center's monthly e-news, contact
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Spring 2018

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