

Bridging Agency and Nonprofit Culture

PROSPECT NRM Partnership Class



US Army Corps of Engineers
BUILDING STRONG



American
Red Cross

SR Chamber
SAN RAFAEL CHAMBER OF COMMERCE



United Way



SAUSALITO
CHAMBER OF
COMMERCE



ROTARY
INTERNATIONAL



Goals of This Session

- Review the 501 (c) non-profit persona. What are the drivers?
- Understand what non-profits look for in partnerships
- Examine ways to utilize and integrate strengths of partner



Establish Common Ground

- Focus on important needs
- Adopt a shared vision
- Understand each other's mission and organizational culture
- Utilize and integrate each other's strengths
- Make sure you have a good cross section from each



Non-Profit vs. USACE

Non-Profit

- Vision
- Mission
- Values
- Goals & Strategies

USACE

- Law
- Agency Authority & Regs
- Agency Programs
- Goals & Strategies



Non-Profit Culture vs. USACE

Non-Profit

- Articles, By-laws
- Strategic Plan
- Initiatives Plans
- Funding Plan
- Impact

USACE

- Regulations
- Operations Plan (OMP)
- Implementation Strategy
- Budget
- Execution



Make-up of Non-Profit vs. USACE

Non-Profit

- Board of Directors
- Executive Director
- Staff
- Members
- Volunteers
- Donors & Funders

USACE

- Division/District Commander
- Park Manager
- Rangers
- Visitors
- Volunteers
- Donors & Funders



Blood of Non-Profit vs. USACE

Non-Profit

- Contributions – donations; grants...
- Time, Treasure & Talent
- Earned Revenue – sales; service fees...

USACE

- Congress- Appropriations



Common Myths

- Non-profits are not accountable
- Non-profits are not businesses
- Non-profits cannot make a profit (Non-profit = For impact)
- Non-profits can't lobby



What does the Non-Profit Want?

- Mission fulfillment – For Impact!
- Opportunity to expand its resources
- Respect: 2 way partnership – not your ATM
- Community recognition
- Long term relationship



Creating that Bridge: Avoiding Pitfalls

- Set-expectations, roles, responsibilities, results and evaluations measures at the beginning
- Find effective way to communicate often
- Get your staffs involved
- Don't view each other as a funder



Creating that Bridge: Avoiding Pitfalls

- Provide recognition to your partner
- Develop a marketing plan together
- Introduce your partner to Corps leaders and other partners
- Go to public events with each other – not a 9am-5pm day sometimes
- Focus on the long term relationship, although the project maybe short term



Best Practices

- Focus on clear mission and and continue to revisit it.
- Look for opportunities for sustainable earned revenue.
- Pick some easy projects in the beginning for quick results and recognition.
- Continue to work and educate your agency leaders on latest regulations.



Invite agency leaders to participate in partner events.

SPN Commander LTC Torrey DiCiro picking up trash at the Sausalito Art Festival – Labor Day Weekend.
(pictured on the right)

Agency leaders tend to move, and continuity is key. Make sure to educate agency leaders as soon as they come on board, as well as staff.



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Grand Re-Opening of Bay Model – Feb. 2012

Pictured left to right – Mayor of Sausalito – Mike Kelly, Supervisor for So. Marin County- Kate Sears, Park Manager- Chris Gallagher, Congresswoman Lynn Woolsey, General Contractor-Hal Hays, Sausalito Police Chief Tejada, LTC DiCiro – SPN Commander



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