



# AUBURN YMCA

## Board Training Part 1

### Notes

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Auburn YMCA  
Board Training Notes  
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**Parking lot:**

- Board Make Up
- Fundraising Training
- Board Orientation
- Fiscal role
- Assess FR opportunities for staff to explore

**Vision:**

- Less than 3-hour meetings
- Increased engaged board members and volunteers/committees
- Better full collaboration (staff/board)
- Strategic Plan in place (shared vision for future)
- Trust
- Governing Board
- Communication/follow-up
- Not stretched so thin and focused work (bench strength)
- Written processes/calendar
- Build Board relationships - Social
- Fundraising is a priority to establish a culture of philanthropy



## **SWOT Exercise**

### **Strengths/Weaknesses**

#### **Strengths**

- Passionate
- Various experiences (Y strong over decades)
- Professionals
- Knowledgeable
- Want Y to succeed
- See Future
- People, People

#### **Weakness:**

- Not knowing roles and responsibilities
- Not diverse
- Not having commitment
- Shared understanding of purpose
- Unclear expectations
- How to do work
- Buy-in for work
- Not wanting to do work
- Need to share Y story
- Need relationship building

### **Opportunities/Threats**

#### **Opportunities:**

- Educations/Training
- Partnership w/ nonprofits and community leaders
- Strategic Planning
- Cap on Community Good Will and deep roots
- Funding Resources

#### **Threats:**

- Other Nonprofits
- Board Fatigue
- Economy - demographic
- Competitors



## Roadmap

- Relationship building
- Board Education/Roles
  - Retreat
  - How we function as a Board
- Use our meetings to advance strategic priorities
- Understanding Board Composition and identify gaps
- What do we mean by diversity
- Work on the elevator speech
- Document Priorities
- Strategic Planning
- Hire and onboard new CEO and Board
- Pushing D & I
- Shared commitment to be here
- Statement of Understanding/code of conduct
- 100 % Giving
- 100% Getting

## Ladder Exercise

### **Easy - To Do:**

- Relationship building
- Attend Meetings
- 100% Board Giving
- Share Y story
- Commit to organization
- Show up at events

### **Easy - With Help:**

- Understanding different fundraising efforts
- Rules of engagement
- Board commitment to the ask
- Elevator Speech



- Documenting for sharing with others
- Helping less active members see how they get involved
- Sharing events calendar clearly not buried in email.

#### **Medium – To Do:**

- Board member understand role
- Being patient with the process
- Fundraising roadmap
- Document priority
- Shared commitment

#### **Medium - With Help**

- Having a guide
- Having leaders keep focus
- Defining and understanding diversity for Board and Community
- Process for (r/r) fundraising

#### **Hard - To Do:**

- Commitment to Strategic Plan
- Agreeing to disagree (shared commitment)
- Not focus on operations
- find/keep board members buy-in 80% Fundraising
- Relationship with community leaders and rebuilding relationships
- Internal relationship building

#### **Hard - With Help:**

- Prioritizing board actions
- Training not feeling like fundraising is a huge responsibility
- Understanding committee work
- Future of YMCA infrastructure



## **CHAMPIONS:**

Bob - Board Governance, Board Education

Chris – Board Engagement/Board Relationships

Patrick – Commitment to Strategic Planning

Dawn – Fundraising

Dan – Best Practices with Committee Work (through membership committee)

Jess – CEO Search and onboarding

Rachel – Clarity around Roles and Responsibilities/Process and Procedures