



NETROCON DIGITAL

HOW TO CONNECT EXTRAORDINARY TALENT TO EXTRAORDINARY CAUSES

By finding the right fit talent

TAP INTO FOR-PROFIT MARKETING TALENT

MEET EMMA

A top-notch finance professional, with more than a decade's experience in securitization and project finance. She has what it takes to pull together complex financial deals, operate in a sophisticated international environment, and deliver results in a high-pressure commercial setting. Having lived the glitzy corporate life for a fairly long time, she's now looking for a more gratifying, purposeful use of her time—and empowering women in rural areas through microfinance is going to be it.

Emma and many such top talent in the for-profit sector are increasingly keen to make contributions to solving social issues. But is pledging intent enough? How porous is the boundary between the for-profit and nonprofit worlds? How equipped is the nonprofit sector to seamlessly tap into such talent? And is there a bridge that connects the threads, aligns expectations, and takes away the overheads?

WHAT KEEPS THE NONPROFIT WORLD UP AT NIGHT?

As a nonprofit, you're constantly treading choppy waters. With pronounced shifts in regulations, increased government oversight—**18.8% nonprofits rank government oversight as a top challenge (1)**—and an overriding political uncertainty, keeping up can be a daunting task. The ever-intensifying operational challenges—such as attracting an engaged workforce, competing in a teeming marketplace, and fundraising in the digital age—compound matters further. **As insurmountable as these challenges may seem, it's possible to move past them with the right plan: invest in the most critical pillar of organizational health—people.**

Yet unlike the for-profit sector that invests copiously to attract, preserve, and nurture top talent, nonprofits often underspend on resource development and capacity building. Given the high costs of hiring a full-time, high-caliber technology, marketing, or finance professional, few nonprofits have functional expertise on staff. A lot many of them often rely on untrained employees or volunteers to staff key functions.

Achieve your mission with high performers and unparalleled expertise

The question then arises: who do you turn to when you want to build capacity or address a specific business challenge? Sample these situations for instance: creating a new fundraising strategy, training new volunteers, writing an extensive research paper, consultancy on the purchase of a new hardware, or preparing a legal defense. **A pragmatic solution would be to get independent contractors (ICs)/consultants on board.** Hiring a consultant could be the move that's needed to transform your nonprofit organization into one that is lean, efficient, and successful. So, go ahead and onboard a consultant to write and produce a research paper or design your monthly newsletter, hire a consultant as your CFO on retainer for 10 or more hours/week, or in whatever way you see fit. **Onboarding ICs can help you preserve your limited resources, so you can focus on your mission.** What's more, you also get the flexibility to accept and use donations that don't include overhead costs, and preserve critical relationships with your financial patrons.

High-caliber ICs spend time understanding your unique needs and situation, teach you skills, and uncover ideas that make your nonprofit organization stronger. **There are several advantages of using an IC, with financial savings topping the list.** ICs require a smaller cash outlay than employees.

In addition to the monetary benefits, you gain flexibility by being able to use ICs for specialized work without the obligations of full-time staff.

What's more, you'll have less exposure to lawsuits from ICs than from employees, and less exposure to lawsuits from third parties.

But if the prospect of hiring an IC seems unnerving, you can start small. **Hire a freelancer for a short-term project with a very specific outcome.** The work's done outside using your tools and resources. And you control every aspect of the project, including timeline for completion. So, for instance, if you want to create a few marketing assets to increase awareness for your organization, you can hire freelancers and pay them by the project. **This gives you the flexibility to use a wider variety of professionals than you could using only your employees.**

THE FUTURE BELONGS TO FREELANCING

Forbes reports that more than one-third (36 percent) of U.S. workers are in the gig economy—where flexible jobs are commonplace and companies tend to hire ICs or freelancers instead of full-time employees—which works out to 57 million people.

Source: <https://www.forbes.com/sites/tjmccue/2018/08/31/57-million-u-s-workers-are-part-of-the-gig-economy/#27607b847118>

Case in point: Two turnaround stories

Unlock the power of marketing to stimulate change

Case 1: A fledgling private foundation committed to environmental causes **was struggling to tie its digital marketing efforts to improvements** in its overall performance. Faced with a clear lack of experience in digital marketing, the nonprofit decided to hire a highly recommended digital marketing consultant on retainer. **The new hire made a few changes to the system with seven key recommendations:**

- 1. Optimize the website (SEO) to make it more searchable.**
- 2. Adopt free pay-per-click marketing with Google AdGrants.**
- 3. Tap the power of video marketing to awaken emotions.**
- 4. Set aside a small budget to promote content on social media.**
- 5. Apply for a Facebook “Donate Now” call-to-action button on the nonprofit’s Facebook page.**
- 6. Use networking skills to form influential partnerships.**
- 7. Leverage email marketing.**

These suggestions helped the nonprofit get noticed, without spending every last marketing penny available.

MEET YOUR GROWTH GOALS:



BUILD A ROBUST ORGANIZATION THROUGH BETTER FINANCIAL MANAGEMENT

Case 2: A charitable organization committed to the cause of coordinating the packaging and distribution of food and other aid to people in developing nations was **unable to make sense of financial sustenance as its operations grew**. The nonprofit was able to refine its business model by **onboarding an IC on retainer for 15 hours/week**. Amidst a whole host of changes proposed by the expert, eight key tangible changes were responsible for turning the organization's story around.

- 1. Prepare and review a statement of financial activities report comparing FY previous to FY current with projected year-end variance to budget.**
- 2. Generate and review a monthly statement of financial activities report comparing month-to-month FY previous to FY current with monthly projected budget variances.**
- 3. Create and review statement of financial activities for each program, including sponsorship, grant, and donor contributions.**
- 4. Generate a cash flow report projecting cash flow for each month of the FY.**
- 5. Make a weekly report of cash ratio.**
- 6. Produce line of credit report showing month-to-month draw and month-to month debt repayment.**
- 7. Make an investment report showing five-year annual gains.**
- 8. Create graphs showing five-year comparison of total organizational revenue vs. expenses.**

The nonprofit was able to **rate each program on revenue generation and expense usage, identify areas for operational efficiency, and compare these ratings in relation to the importance of the mission**. Another area where the nonprofit gained significantly was its ability to **focus on programs that were highly related and produce positive revenue**, and eliminate ones that were marginally related to the mission. What's more, making tough decisions was far effortless now—based on objective financial health and alignment/proximity to the mission.

WHAT OTHER TOP NONPROFITS ARE DOING:

Sometimes, you may not realize that some of the biggest employers in town are nonprofits, even though they don't look like your image of a typical nonprofit. For example, the **University of Pennsylvania is a 22,000+ employer with a budget of more than \$8.75 billion**, and they're only one of the major nonprofit universities, hospitals, and other significantly sized nonprofits in our community **who are leveraging talent acquisition.**

If the prospect of hiring a temporary employee is unnerving, you can start small. Start by filling a small role you are in need of with temporary staff member a few hours every week. Have them work on a retainer for 5, 10, 15 hours, or whatever you see fit. No matter who you choose, make it known to them that they are touching lives and giving back to the society in profound ways. Take for instance, the case of **Susan G Komen**, a breast cancer charity, that was upgrading its PeopleSoft financial software and **spent more than \$1 million in temp staffing.** All the temp staffers at the nonprofit who rolled up their sleeves to complete the upgrade eventually touched the lives of millions of breast cancer patients and survivors. **It was so impactful that Susan G Komen intends to replicate this model in future.** "Komen will use temp staffing if it can't fill a position, says Andrea Radar, spokesperson, Susan G Komen. "Sometimes it's a little more cost effective to bring people in for specific projects or projects that aren't going to last for a long time," she adds.



Netrocon Digital: Delivering experiences, not just the right fit

Imagine if you could get:

- ✓ the best talent for your project
- ✓ at a significantly lower cost
- ✓ without adding to overhead?

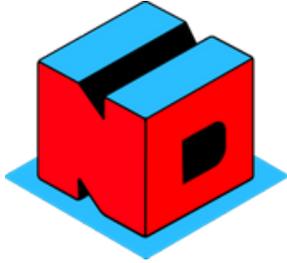
Netrocon Digital makes this possible with its extensive pool of high-caliber, diverse talent committed to your cause.

Every CMO, VP, director, or manager in our network is **thoroughly vetted on skills and ability to embrace effective change management and project management**. By devoting time upfront to understand the scope of the project, share expertise, communicate progress, and transition upon completion, our driven, passionate consultants can **create longer lasting effects and help you advance your cause**.



Tap into potential, tap into limitless growth.

From fluctuating regulations to increased competition for donors and tax reforms, running a nonprofit is no mean feat. Which is why **every nonprofit deserves the best-of-breed talent**—for administering the charity, raising funds, and implementing the programs and services offered by the organization. This makes the case for bringing in consultants/freelancers a very powerful one. And chances are that you'll consider this option sooner than expected. When you do, Netrocon Digital will have you covered. We will help you **match the right talent to your mission**, and use their knowledge and skills to make the world a better and more beautiful place.



Large or small, minor refresh or major overhaul, our highly skilled consultants can help you achieve outcomes that matter.

To learn more, visit netrocon.com or call 609.752.1256 today.

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