

## McCombs Career Webinar



Thursday, February 16





# Transitioning to a Non-Profit Career



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# Be DARING Advice for Changing to a Non-Profit Career







## **Outline**

- My Story
- Be DARING
- Non-Profit Landscape
- Fund Raising 101
- Career Descriptions
- Q&A





## **Changing Careers**

- People change careers between 5x-7x (Rosenberg McKay, 2006)
- 65% of careers that current elementary school students will have as adults haven't been created yet (Now You See It, 2011)
- How many times have you have changed careers?
- Are you daring enough to be become a non-profit executive?



## My Story



## **Background**

- Raised in suburban Detroit
- Traditional family blue-collar Dad, stay-athome mom, 5-year younger brother
- Left for college at 17 years old, gradually moving westward
- Currently, married with two kids



#### **Education**

- BA, Economics, University of Michigan (1991)
- MBA, Management, University of Texas McCombs School of Business (1995)
- Passed Certified Insolvency & Reorganization Accountant (CIRA) exam (1997)
- Earned CPA license, (1998; discontinued 2000)





## **Corporate Experience**

- Pre-MBA
  - Commercial Real Estate Broker
- Post-MBA
  - Head west, young man (Public accounting)
    - Moved to Los Angeles from Houston
    - Coopers & Lybrand becomes PricewaterhouseCoopers
  - Swimming with the Sharks (Entertainment)
    - Endeavor, Paramount, Universal





## **Soul Searching**

- Current work unfulfilling, while...
- ...Potential career path unappealing
- Spousal support (emotional & financial)
- Began career transition
- Career Target: Marketing, but flexible
- Non-profit not on my radar



## The Jewish Federation

- Informational Interview led to job offer
- Accepted offer to join fund raising staff
- Tenure lasted Two & a half years
- Portfolio included:
  - Country Clubs
  - Medical Division
  - Financial Division
  - Leadership Development national & local





## Junior Achievement

- Found job on Craig's List
- Started as Director of Development
- Promoted to Senior Director August 2011
- Portfolio includes:
  - Three board fund raising committees
  - Coporate accounts various industries
  - Board management
  - Special Projects JA Finance Park®, JASEC





## **My Non-Profit Career**

	Jewish Federation	Junior Achievement
Job Lead	Informational Interview	Craig's List
Tipping Point	Business vs. social work background	Recipient & volunteer
Customer Base	Young Leadership, Individual Major Gifts	Corporate giving, Board of Directors
Tenure	2 ½ Years	3 Years +



## **Be DARING**

- Decide
- Answer "Why?"
- Resumé
- Internet
- Networking
- Get references





## Be DARING - Decide

#### Decision Factors

- Motivation
- Passion for a cause
- Compensation vs. work-life balance
- Emotional support
- Difficult to go back to corporate
- Laid off or resigning?



## Be DARING - Decide

- Career Transition
  - Take Career Assessments (MBTI, SII)
  - Visit a Career Counselor
  - Recommended reading
    - What Color is Your Parachute?, Richard Nelson Bolles
    - Do What You Are, Paul D. Tieger, Barbara Barron-Tieger
  - Temporary work (e.g. Jolt Gum)
  - Network, Network, Network
  - Informational Interviews
  - Searching for a job IS your job





## Be DARING - <u>Decide</u>

- Narrow your focus
  - Function: development, programming
  - Cause: environmental, cultural, educational
  - Scope: international, national, regional, local
  - Size: e.g. small (wear many hats) vs. large (specialize)
- Confidently go forth and prosper People admire your conviction





## Be DARING - Answer "Why?"

Ask "Why am I considering non-profit?"

- Passion for a cause ✓
- Work-life balance ✓
- Job Satisfaction ✓
- It's easy X
- Bide time between corporate jobs X
- Become wealthy X
  - Controller, Sales Manager = 82% of corporate (Simplyhired.com)



## Be DARING - Resumé

- Update your resumé
  - On-going process
  - Highlight transferrable skills

Leadership	Volunteering
Asking for money	Pro-bono

- Objective, references, multiple pages OK
- Avoid over-stylizing bad for auto-scan





## Be DARING - Internet

#### News

- iGoogle customized home page w/news feeds
- Levine Breaking News TMZ® meets Google alerts
- TweetDeck follow your favorite blogs, Twitterers

#### Research

- Glassdoor.com<sup>™</sup>- executive salary information
- Google alerts e-mail updates on any topics
- GuideStar.com, CharityNavigator.org evaluate and rate non-profits



## Be DARING - Internet

#### Networking

- LinkedIn® & Spoke networking, references, groups
- Job boards Monster™, CareerBuilder®, Idealist, Craig's List
- Industry groups e.g. Habitat for Humanity® = AIA

#### Career Assessments

- Myers-Briggs Type Indicator®
- Strong Interest Inventory®

#### Weiner Principle:

Internet = Public & Permanent





## Be DARING - Networking

	Employed	Unemployed
Networking	Discretely	Cast a wide net
Social Media	Avoid	Broadcast
Professional Confidants	One	Many





## Be DARING - Networking

- Ongoing process
- Be discreet if employed
- Informational interviews
  - Treat as 'real' interviews
- Mine the Internet for leads
- Industry & networking events
- Volunteer your time and expertise
- Prepare personal 'elevator speech'



## Be DARING - Get References

- Customer, colleague or supervisor
- C-suite is best
- Can speak specifically & in detail about you
- Be discreet if employed
- Their Reputation at stake
- Secure well before you interview
- Thank them often and keep abreast of results



## **Non-Profit Landscape**

- 2 Million U.S. Non-profits (Source: GuideStar®)
- All shapes and sizes



















## **Compare Corporate & Non-Profit**

- Intellectually challenging
- Office politics
- Compensate well at C-Suite level
- Run like a business
- Financial Statements
  - Audited financials vs. IRS Form 990
- Relationship-driven



## Contrast Corporate vs. Non-Profit

	Non-Profit	Corporate
Compensation		<b>√</b>
Resources		$\checkmark$
Everyone Sells	$\checkmark$	
Work-Life Balance	$\checkmark$	
Customers	Recipient & Donor	Customer
Adam's Satisfaction	"It's for the kids"	"K-Pax box office"





## Fund Raising 101



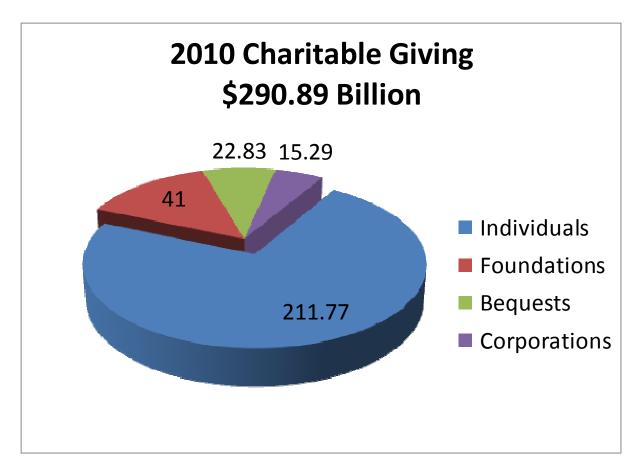
## **Fund Raising Terms**

- Pledge written commitment for a future donation
- 501 (c) 3 tax-exempt status under IRC
- Gift-in-kind a non-financial item (e.g. auto)
- Planned gift donor writes charity into their will
- Form 990 IRS-required annual report, including financial statements
  - Open to public viewing





## Sources of Funds



Source: Giving USA, a report compiled annually by the American Association of Fundraising Counsel





### **Financial Performance**

- Programming Expense Ratio
  - Expenses directly related to helping beneficiaries
- Administrative Expense Ratio
  - Ratio of administrative to total expenditures
  - < 25% considered good</p>
- Fundraising Expense Ratio
  - Ratio of fundraising expenses to total expenses
  - < 15% considered good</p>





## **Types of Campaigns**

- Annual Fund small recurring gifts
- Major Gift large gifts from individuals
- Planned Gift charity named in donor's will
- Endowment charity spends only interest
- Capital raise funds for infrastructure
- Events e.g. golf outing, gala dinner





# Career Descriptions



## **Non-Profit Careers**

- Administrative
  - Executive Director (CEO)
    - Oversees strategic direction
    - Key contact with board of directors
  - Similar to corporate:

Accounting	HR
Legal	Marketing & PR



## **Non-Profit Careers**

- Development/Fundraising (Sales/Biz Dev)
  - Campaign Director (COO) = oversees fundraising
  - Major Gifts Officer
  - Grant writer
    - Writes grants to foundations to secure funding
    - Different skill set than fundraiser
- Programming (Ops/Product Dev)
  - Responsible for delivering the service or product to recipients





# Questions & Answers



## Hook 'em, Horns

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\* Free resume critique to the first ten attendees who connect to me through LinkedIn.





#### **Thank You!**

The recording of today's presentation, along with the PowerPoint slides, will be available on our Career Programming Web page by next week:

http://www.mccombs.utexas.edu/alumni/careers/programming/

