McCombs Career Webinar

Thursday, February 16
Transitioning to a Non-Profit Career

by Adam Lubin
Senior Director of Development,
Junior Achievement of Southern California
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-at-home 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
  - Corporate accounts – various industries
  - Board management
  - Special Projects - JA Finance Park®, JASEC
# My Non-Profit Career

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<thead>
<tr>
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<th>Jewish Federation</th>
<th>Junior Achievement</th>
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<tbody>
<tr>
<td>Job Lead</td>
<td>Informational Interview</td>
<td>Craig’s List</td>
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<tr>
<td>Tipping Point</td>
<td>Business vs. social work background</td>
<td>Recipient &amp; volunteer</td>
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<tr>
<td>Customer Base</td>
<td>Young Leadership, Individual Major Gifts</td>
<td>Corporate giving, Board of Directors</td>
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<tr>
<td>Tenure</td>
<td>2 ½ Years</td>
<td>3 Years +</td>
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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 - Decide

- 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

<table>
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<tr>
<th>Leadership</th>
<th>Volunteering</th>
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<tr>
<td>Asking for money</td>
<td>Pro-bono</td>
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- 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™- 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

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<thead>
<tr>
<th></th>
<th>Employed</th>
<th>Unemployed</th>
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<tbody>
<tr>
<td>Networking</td>
<td>Discretely</td>
<td>Cast a wide net</td>
</tr>
<tr>
<td>Social Media</td>
<td>Avoid</td>
<td>Broadcast</td>
</tr>
<tr>
<td>Professional Confidants</td>
<td>One</td>
<td>Many</td>
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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

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<th>Non-Profit</th>
<th>Corporate</th>
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<tr>
<td>Compensation</td>
<td></td>
<td>✓</td>
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<tr>
<td>Resources</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Everyone Sells</td>
<td>✓</td>
<td></td>
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<tr>
<td>Work-Life Balance</td>
<td>✓</td>
<td></td>
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<tr>
<td>Customers</td>
<td>Recipient &amp; Donor</td>
<td>Customer</td>
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<tr>
<td>Adam’s Satisfaction</td>
<td>“It’s for the kids”</td>
<td>“K-Pax box office”</td>
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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

2010 Charitable Giving
$290.89 Billion

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

- **Fundraising Expense Ratio**
  - Ratio of fundraising expenses to total expenses
  - < 15% considered good
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/