



# The Nonprofit Glass Ceiling

Limiting Beliefs that Stunt Nonprofit Growth

Katie Appold, MPA | Bill McKendry



# Welcome!

## Katie Appold, MPA

Executive Director

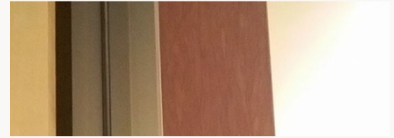


## Bill McKendry

Author of DO MORE GOOD + Founder of  
HAVEN | a creative hub

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# What is a limiting belief?

Thoughts, convictions, or beliefs  
that hold us back.



# What is a limiting belief?

Yours.  
Mine.  
Ours.  
Institutional.  
True.  
**False.**

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RecordedBooks

NEW YORK TIMES BESTSELLING AUTHOR  
**JON ACUFF**



**soundtracks**

The Surprising Solution to **Overthinking**

Narrated by the author

*“The great enemy of truth is very often not the lie – deliberate, contrived, and dishonest, but the myth – persistent, persuasive, and unrealistic. Belief in myths allows the comfort of opinion without the discomfort of thought.”*

– President John F. Kennedy

# The Overhead Myth(s)

*A sticky little web of lies in the nonprofit sector.*



*Thanks,  
Dan!*



# Myth #1

## Overhead doesn't impact success.

o·ver·head

Overhead costs, often referred to as overhead or operating expenses, refer to **those expenses associated with running a business that can't be linked to creating or producing a product or service.** They are the expenses the business incurs to stay in business, regardless of its success level.





# Myth #2

Nonprofits are innocent bystanders.



**Source:** Bridgespan Nonprofit Overhead Cost Study 2008

**37%**

Of organizations with 50K or more in donations report no fundraising expenses.

**13%**

Report no management or general expenses.

**75-85%**

Incorrectly report expenses related to grants.

# Myth #3

Using overheads as a  
measure of  
trust





# Overcoming the Overhead Myth:

Budgeting for an Effective Website,  
Marketing & Growth

*with Kiersten Hill*



We're not "\_\_\_\_\_" enough...

*You fill in the blank.*

*Ready  
Large  
Fiscally Strong  
Staffed  
Experienced  
Known  
Prepared  
Equipped  
Knowledgeable*



*DISCUSSION*

Your nonprofit is not

---

enough.

# We're not **BOLD** enough...

*Philanthropy favors the  
courageous.*

*Ready  
Large  
Fiscally Strong  
Staffed  
Experienced  
Known  
Prepared  
Equipped  
Knowledgeable*

# Your Donors are the Experts

## TRUTH:

*Donors have more money than you, not more mission-related expertise.*



# Meet Megha Desai

## TRUTH:

*Know why you exist. Do not let donors tell you why you exist.*

*Your donors are there to support your vision, not shape your vision.*





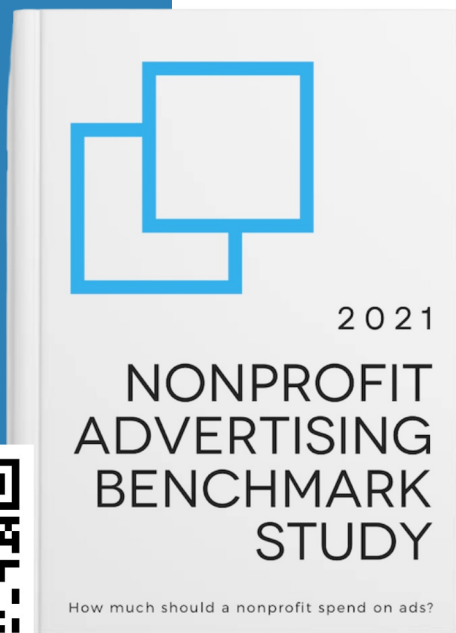
# As all you need is a good story!

0 views



- Strategy
- Marketing/Promo Budget
- Timeline
- Ownership
- Method of Measurement

# Invest in Your Story



- 60% of Nonprofits Advertise
- Median spend is \$12,000/yr
- 80/20 Rule Applies

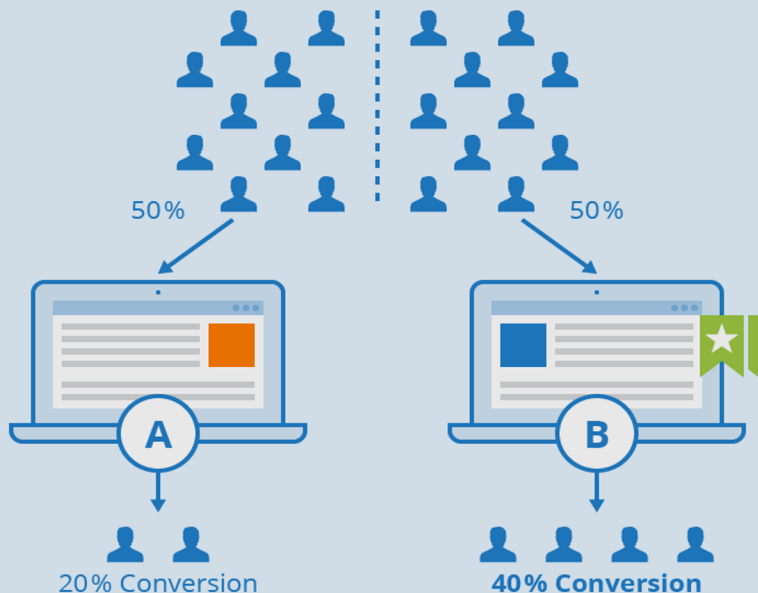
# What we're doing works....

*...we think.*



# Replace “We Think” with

# *We Tested.*





There is no such thing as an evergreen, all-inclusive, one-size-fits-all, consultant, podcast, book, training, degree, conference or resource.



*There's no magic formula.*

---

How you leverage what  
you learn is what  
matters.





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# LIMITING BELIEFS | PART 2

[illegible]

# What Are You Competing For

LIMITING BELIEFS | PART 2

# What Are You Competing For

LIMITING BELIEFS | PART 2

It is ...



# What Are You Competing For

LIMITING BELIEFS | PART 2

It is ...



# Who Is Your Competition

LIMITING BELIEFS | PART 2

# Who Is Your Competition

LIMITING BELIEFS | PART 2

It is not ...

# Who Is Your Competition

LIMITING BELIEFS | PART 2

It is not ...



# Who Is Your Competition

LIMITING BELIEFS | PART 2

It is ...

# Who Is Your Competition

LIMITING BELIEFS | PART 2

It is ...



# The Five Worst Words

LIMITING BELIEFS | PART 2



# The Five Worst Words

LIMITING BELIEFS | PART 2

WE'RE THE  
BEST KEPT  
SECRET



WE'RE THE BEST KEPT SECRET

# THE FUNNEL ALWAYS BEGINS WITH AWARENESS



WE'RE THE BEST KEPT SECRET

SMALL TOP



WE'RE THE BEST KEPT  
SECRET

SMALL BOTTOM

# Expense vs Investment

LIMITING BELIEFS | PART 2

# Expense vs Investment

LIMITING BELIEFS | PART 2

MARKETING IS  
AN INVESTMENT



# 1

EXPENSE vs INVESTMENT

DRUCKER'S  
ONE PURPOSE:





# 1

EXPENSE vs INVESTMENT

DRUCKER'S  
ONE PURPOSE:

“Raise Support”



EXPENSE vs INVESTMENT

MOTHER TERESA'S  
MANTRA:



EXPENSE vs INVESTMENT

MOTHER TERESA'S  
MANTRA:

"No Margin."



EXPENSE vs INVESTMENT

MOTHER TERESA'S  
MANTRA:

"No Margin.  
No Mission."

# Touch Every Touchpoint

LIMITING BELIEFS | PART 2

# Touch Every Touchpoint

LIMITING BELIEFS | PART 2

BRAND INSIDE  
IMPACTS BRAND  
OUTSIDE



TOUCH EVERY TOUCHPOINT

## Schultz's Shtick:





TOUCH EVERY TOUCHPOINT

## Schultz's Shtick:

"Understanding  
Branding is Easy ...



TOUCH EVERY TOUCHPOINT

Schultz's Shtick:

"Everything Matters."



TOUCH EVERY TOUCHPOINT

Control Controlables:



TOUCH EVERY TOUCHPOINT

## Control Controlables:

Lobby?

Visitors?

Emails?

Voice Mails?

Meeting Agendas?

# Once Upon A Time Fairytales

LIMITING BELIEFS | PART 2

# Once Upon A Time Fairytales

LIMITING BELIEFS | PART 2

ONCE  
IS NOT  
ENOUGH

# Once Upon A Time Fairytales

LIMITING BELIEFS | PART 2

ONCE IN  
AWHILE IS  
NOT ENOUGH

# Once Upon A Time Fairytales

LIMITING BELIEFS | PART 2

## FREQUENCY WINS



A blue-tinted photograph of three women smiling and laughing. The woman in the center is looking towards the camera, while the two women on either side are looking towards her. A thin orange horizontal line is positioned above the text 'QUESTIONS?'.

QUESTIONS?

Now's my time  
to hear from  
you!

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