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Strengthening the nonprofit community

Welcome to Our New Consultants and New Clients

To our Clients and Friends,

I am proud to say that we have started our 150th project, which is an HR project of HNH Foundation.

We are hearing two themes these days: The first is sustainability. The second is reset, regroup, reboot - get ready for what is next. We hope we have weathered the worst of the recession and state budget crisis - now is a time to regroup and reset your compensation, redo your financial policies, and update your strategic plan.

These are all things that we can partner with you on. Give us a call at (603) 362-9300 (207) 641-2300. You can also reach me by email at Michael@Nonprofit-Consultants.org

Featured Client Profile - NAMI-NH

NAMI-NH is dedicated to improving the quality of life for those with mental illness. While preparing a strategic plan they identified the need to raise awareness of their programs, particularly among potential referrers in the hard to reach medical and mental health professions.

[Learn what our market research found and how NAMI-NH was able to increase their referrals and revenue.](#)

Sustainability, Sustainability, Sustainability

Yes we are hearing this a lot. To us it means examining your funding model. Based on what we find, we might suggest a marketing plan, a fundraising plan, a business plan or some combination of the three. These are all areas where we excel. And yes, we do sometimes recommend cost cutting, even eliminating programs. That is never the first choice; increasing revenues is always the first choice. We are always happy to do an Assessment Visit and give you our objective opinion.

We are excited about a new sustainability tool which came to us via Jan Masaoka of Blue Avocado. It is a great way for any organization with multiple programs to analyze their programs

Strategic Planning

Turnaround Plans

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Call us for a free
Assessment Visit!



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for sustainability and impact. We will be offering this as a stand alone product at discount for a limited time. It is a great way to start the conversation about what to do with legacy programs or improving both impact and profitability.

[Click here for a short article on the tool](#), or email me at

Michael@nonprofit-consultants.org

Resetting Your Salary Ranges

Most of us have lived through salary freezes, pay cuts and/or lay-offs. What has that done to wages & benefits? Is it time to update your salary range structure? Are your salary ranges too broad or too narrow? Do you have positions with limited comparable data? Are your ranges too wide or too narrow? How can you tie compensation more closely to you performance? What is an appropriate raise in this climate? We can help.

We recommend moving the salary range scale annually to adjust for wage inflation with a more in depth review of comparables every two to three years. For those of you who set your scale with the 2010 Wage and Benefits Survey, [we published a cost of living factor on our web site to use in bringing the scale up to date.](#)

Financial Policies - How much Cash Reserves should you have?

In 2008 I wrote an article suggesting that small nonprofits should keep a minimum of 6 months of cash on hand. A lot has happened since then, so is that still good advice? A prestigious study group weighed in on this late last year. Their conclusions parallel mine, but they did add some nuances to the analysis.

[Here is a link to the 2008 article updated with the new analysis.](#)

We are always ready to have one of our CFO's work with you to develop prudent financial policies, improve your cash flow or refine your financial reporting with a dashboard.

ESC News



Michael
Daily

I am pleased to welcome new clients not

mentioned elsewhere:

3 S Artspace
 HNH Foundation
 Regional Service and Education Center (RSEC)
 Tedford Housing
 McAuliffe Shepard Discovery Center
 Maine Health Access Foundation
 Our new New Consultants are:

Tove Rasmussen, a marketing consultant from South Portland, Cathy Bentwood, Executive Director of Bridge House in Plymouth, Hank McCaffrey, a retired banking consultant, from Kennebunk, and Rod Duckworth, who consulted for us before he moved to Falmouth, ME, has rejoined us.

ESC Consultants Judie Post and Steve Smith presented a workshop to CONFR members on September 30th. It was a chance for us to show off our new Fund Development Template.

Michael

Our Mission

ESC works with nonprofit organizations to improve their effectiveness by providing affordable management consulting solutions using experienced executives and professionals who donate their time and expertise.

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