



Partnerships between the public, nonprofit and business sectors

Massachusetts State Treasurer, Steve Grossman, recently spoke at Women in Development of Greater Boston's Fall Kickoff Luncheon. Before being elected in 2010 as Treasurer, Steve was a successful businessman, volunteer, and nonprofit advocate. Steve discussed his unique perspective on the challenges and motivations facing philanthropy, and how the partnership between the public sector, the nonprofit sector, and the business community works best.

1. Giving back to the community

Mr. Grossman's grandfather, Maxwell Grossman, founded Grossman Marketing Group in 1910. He had four things important to him in life: have a family; educate his children; own a business; and give something back to the community. Having this message ingrained in the Grossman family for over four generations, Mr. Grossman believes there are three key building blocks to balance in life: family, career and community.

2. Adapting to the new environment

Being able to adapt to the new environment is critical to success in fundraising. In this economy it takes longer to receive a gift. This means creating a total relationship between the organization and your donor. You have to engage your donor to play a meaningful role, and enrich their lives so they want to be a significant volunteer or donor. You need to develop and shape your board, tell board members why you're asking them to serve on the board and what your expectations are for each board member.

3. Developing the next generation of philanthropists

Younger philanthropists are looking for a career path within your nonprofit. They aspire to play leadership roles at a much younger age. They may eventually want to be the board chairperson. They are looking for accountability in the nonprofit organizations they support. Listen carefully to emerging leaders and develop a three year plan so they have a clear idea on how to become the best possible leader for your organization. Deliver tangible result for

your donors and volunteers. Attract people to your organization and demonstrate that every dollar raised is being spent wisely and in support of your mission.

4. Transferring skills

Best practices in business management clearly transfer to nonprofits and the government. You need to clearly define your goals and what you hope to achieve. You need to listen to your customer, donor and constituent. Customers, donors and citizens look for the same things from organizations. They want great service, a quality product or service, value for the money and professionalism. Donors want to be engaged and ensured that your organization is delivering its mission.

5. Supporting Massachusetts nonprofits

There are over 25,000 nonprofits in Massachusetts. Some are very large, with the majority comprised of small nonprofits. Over 460,000 people, or 14% of the Massachusetts workforce, are employed in the nonprofit sector. Members of state government are thinking of ideas to help nonprofit employees in an uncertain economy. One example of the public/private partnership is a Bill introduced in the legislature to allow nonprofit organizations to piggy back on the 457 fund for retirement benefits. This bill, when passed, will offer employees in the nonprofit sector long term financial security.

6. Changing the paradigm in philanthropy

Since 2007, at least one person has lost a job in one third of all Massachusetts households. Confidence in the economy is eroding, and the psychology of donors is impacted. With fewer resources available, donors become more selective. Nonprofits need to establish relevance to the donor and demonstrate the transformational nature of a major gift. Organizational integrity and the use of best practices are a given in this economy, however your mission makes a person fulfilled. Achieving the right connection will enhance likelihood of receiving a meaningful gift. Do the research and stewardship to establish relevancy and with the right person to make the ask, you can move your nonprofit to the top tier of the donor's priorities.

Steve Grossman Bio:

Steve Grossman was elected Massachusetts Treasurer in 2010 and brings to the office of Treasurer and Receiver General a family heritage of public service, a lifetime dedicated to

helping others, and years of experience as a hard-working businessman with a sense of responsibility for the well-being of his colleagues and his community. Prior to becoming Treasurer, Steve was President of Grossman Marketing Group for 36 years. Grossman Marketing is a 100-year-old, fourth-generation family business based in Somerville. Steve has been a leading figure in numerous charitable organizations. Steve serves as an advisory board member of the Women's Lunch Place, chairs the advisory board of Cambridge College, and is a former trustee of Project Bread. He was a founding board member of Massachusetts Institute for a New Commonwealth (MassINC), a former campaign chair of Combined Jewish Philanthropies, and a founding board member of the Lenny Zakim Fund.

About Women In Development

Established in 1980, Women in Development of Greater Boston (www.widgb.org) is a nonprofit professional association of nearly 1,000 members whose mission is to promote the importance of philanthropy and support the advancement of women in the development profession. The organization offers a variety of programs, services and opportunities for volunteer involvement and is one of the largest organizations of advancement professionals in Massachusetts.

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