

# Development for Conservation

## What's Cluttering Up Your Agenda?

A Workshop About Meeteings

Presented at

**Texas Land Conservation Conference - 2020**  
**Austin, Texas**

February 2020

**David Allen, Development for Conservation**



**DEVELOPMENT  
FOR  
CONSERVATION**

## Introductions



- Name
- From??
- Are you now, have you been, or are you planning to be involved in a capital campaign?



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## What do you LOVE?

- Side conversations and social value
- Getting back in touch with what everyone is doing
- Collaboration
- Short and efficient
- Focused on a limited question or questions with **ONLY** people there who need to be there



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## What Gets in the WAY?

- People who talk too much
- People not coming prepared
- Meetings that don't seem to have had a purpose
- Spending hours making a decision that everyone knew would be made when they walked in
- Too many meetings!



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## Premise: Come Prepared

- What I'm Currently **Working On** (Briefly)
- What Others **Need to Know** (Info Only) to be Efficient/Effective in Their Work
- Issues/Items **I Need Help** or Assistance With (for discussion)
- **Heads Up** – What's Coming Up (that would be helpful for all to be able to anticipate)
- **Kudos**



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## Premise: Volunteers

Volunteers Need:

- Mission Experience
- Social Experience
- Professional Experience



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## Premise: Culture

- How you conduct meetings and how people feel about them is part of your organizational culture
- Culture is hard to change

.....But possible and (usually) worthwhile



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## Board Meeting Options

- Board meetings are for Board work
  - Strategy
  - Management
  - Fundraising
  - Celebration
- Not Volunteer Organizing or Staff Work



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## Board Meeting Options

- Use a Consent Agenda
- Motions are written and come to the Board already seconded out of committee
- Consider conditional approvals



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## Board Meeting Options

- Pull information items and presentations OUT of the meeting
- No reason not to have Committee meetings on the same day



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**Board Meeting Options**

Proposed New Role  
for the Executive Committee

- Help all Board Members come to meetings fully prepared for the meeting



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**Board Meeting Options**

- Either everyone should be on the phone (or video conference) or no one should be
- Everyone in a meeting should be able to fully participate equally with everyone else



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**Board Meeting Options**

- No cell phones in the meeting space
- Use a table or a basket at the door
- Access to WIFI shouldn't be critical



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## Board Meeting Options

- Praise in public
- Criticize in private



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## Board Meeting Options

Have fewer Board Meetings and schedule them at least two years in advance.

No excuses for missing a meeting in person.



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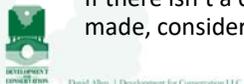
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## Board Meeting Exercise

- Clearly identify each agenda item as one of three possibilities:
  - Decisions to be made
  - Information to be shared
  - Brainstorm for new ideas
- If there isn't a decision that needs to be made, consider canceling



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# DAVID ALLEN

I am a non-profit organizational development consultant. I work with nonprofit organization boards to help their members learn how to be better leaders and advocates.

My background includes 30 years working in membership fundraising, major gift development, communications, and marketing. I worked for about half that time for Nature Conservancy (TNC) chapters in Oregon, Texas, and Wisconsin. In addition to my duties for the individual chapters, I served TNC as an internal fundraising consultant and major gift development trainer.

In 2000, I served as the vice-president of operations for the Wisconsin-based, international conservation organization Sand County Foundation, a position I held through mid-2009.



Gathering Waters Conservancy, a land trust service agency based in Wisconsin, called me in 2004 to ask whether I would be interested in teaching a seminar for Wisconsin land trusts on major donor development. From 2004, then, through 2009, I consulted on a nights and weekends basis with just a few clients each year.

In March of 2009, I launched my consulting business full-time using the name **Development for Conservation**.

Also in 2009, I partnered with Nancy Moore to form **Conservation Consulting Group**. Together we help land trusts prepare for accreditation by providing assessment, strategic planning, and leadership coaching services.

I consider myself a strategic thinker, problem solver, facilitator, educator, and program developer who brings a particular passion for conservation and the environment.

## **Practice Competencies**

### *Fundraising*

- Development Audit
- Strategic Fund Development Planning
- Staff/Board Training and Development
- Major Gift Coaching
- Capital Campaigns: Feasibility, Planning, Management

### *Organizational Development*

- Strategy Development
- Practice & Process Assessment
- Problem Solving Facilitation
- Marketing

**David Allen**

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