



CONVERSATION STARTERS

The Whole Job

FOR CHIEF EXECUTIVES

1. What staff and other capacity investments are needed for your organization to increase its impact? How do you educate your board and donors about essential infrastructure investments?
2. How do you prepare to capitalize on opportunity, thinking ahead of the game for your organization?

FOR STAFF TEAM MEMBERS

1. What are you doing to help your organization face the elevator door?
2. How do you and your colleagues contribute to gaining donor support for doing “the whole job”?

FOR BOARD MEMBERS

1. How does the board support the chief executive and staff to be ready to capitalize on opportunity, the elevator door opening?
2. How well do the board’s fundraising efforts support the organization’s need to do “the whole job”? What are ways that you can strengthen your messaging to promote that concept?

FOR INDIVIDUAL DONORS

1. What principles are important to you when considering where you make a donation or choose to volunteer?
2. Does your approach to giving demonstrate respect for and a commitment to the organization doing “the whole job”?

FOR INSTITUTIONAL PHILANTHROPIES

1. How can you engage in more open, honest conversations with nonprofits about their essential staff and infrastructure needs?
2. How can you educate your philanthropy’s board about the importance of providing unrestricted funding for nonprofits so they can effectively do “the whole job”?