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HAPPY HOLIDAYS from Beyond the Bottom Line

At the close of a year that was both intense and, hopefully, invigorating, we pause to wish you a warm and happy holiday season. May you share your holidays with those you love and may your new year be filled with joy, good health, and prosperity.



ON YOUR SIDE

Are You Ready for 2010? Five Key Questions to Ask Now

Chances are, if you're involved in nonprofit management, two of your top priorities for 2010 are retaining top talent and expanding fundraising and development.

That's what 77% of respondents to our recent client survey said.



Is your organization ready for 2010? Find out by answering these five questions:

1) Will your team come back with passion and drive?

Some high-performing employees will look for new opportunities that are more stable and pay better next year. Talk with key staff to take their pulse and gauge their commitment for the new year ahead.

2) Do you have the financial leadership to navigate these rough seas?

The nonprofit sector entered the recession later and will take longer to rebound, so your financial team must be able to forecast, respond to trends and actively participate in "running the business."

3) Are your costs now aligned with your revenue?

There's only so much you can skinny down. If you're still not in balance after 2009, you may have to cut programs for the good of the organization, unfortunately.

4) Are you being realistic about your revenue projections?

Your 2010 forecast should include revenue projections and probabilities of receiving specific funding. All projections should be based on current funding trends and be well vetted during team meetings.

5) Are you efficient?

Whether you run a nonprofit or for-profit corporation, the same financial wisdom applies: look for ways to streamline, consolidate and collaborate.

It's not too late to fine-tune your priorities and come out strong in 2010 and thrive in the coming years. [See complete article.](#)

UPCOMING SEMINARS

"How to Thrive in 2010: The Executive Director's Guide to Creating Fiscal Success"

Jan 20 - Cincinnati & Jan 27 - Washington, DC

As 2010 begins, the financial landscape for nonprofits may have changed forever. In Cincinnati on January 20, John Gillespie, founder and president of Beyond the Bottom Line, will lead this timely seminar designed to help nonprofit executives thrive in the new decade. In Washington, DC on January 27, John will be joined by Pat Nichols, a well-known interim CEO. Both sessions focus on:

- **Revenue** - Diversification strategies and planning methodology
- **Fiscal management** - How to manage new CFOs and financial staff
- **Financial statements** - How to analyze and review financial statements
- **Staffing options** - When to outsource and when to hire permanent staff
- **New expense management options** - Shared services and joint ventures

"The recession is lifting, slowly and unevenly. The recovery, as it picks up pace, should be a time of revival, not of reversion, of leading our organizations-leaner, harder, sharper, more rigorous-into a new era. We need to make strategic, mission-driven decisions in ways that institutionalize the tough lessons learned from the recession and that managing the future risks our organizations face. We must not try to return to normal. Our organizations, like the macro-economy, are entering a new normal," stated Pat Nichols (11/12/09 Chronicle of Philanthropy opinion article).

Exclusive event for nonprofit CEOs, executive directors and C-level leaders.

For more details, contact

info@beyondtbl.com.

TAKE OUR FINANCIAL FITNESS TEST

Is your organization financially fit?

In about three minutes you can find out your organization's financial strengths and weaknesses, and identify any misperceptions about your overall financial health. Go ahead. Take our [Financial Fitness Test](#) and see how you're doing.

[Beyond the Bottom Line \(BTBL\)](#) helps nonprofits and social enterprises take control of their numbers so they can achieve greater financial success. Through financial assessments, interim CFO services, executive searches and outsourced accounting services, BTBL operates as an objective, hands-on financial partner on an as-needed basis. Since 1998, our executive-level professionals have filled leadership and advisory roles for more than 175 organizations.