



Strategic  
Leadership **WINGS**  
Conference



# Stewarding Relationships for the Greatest Impact



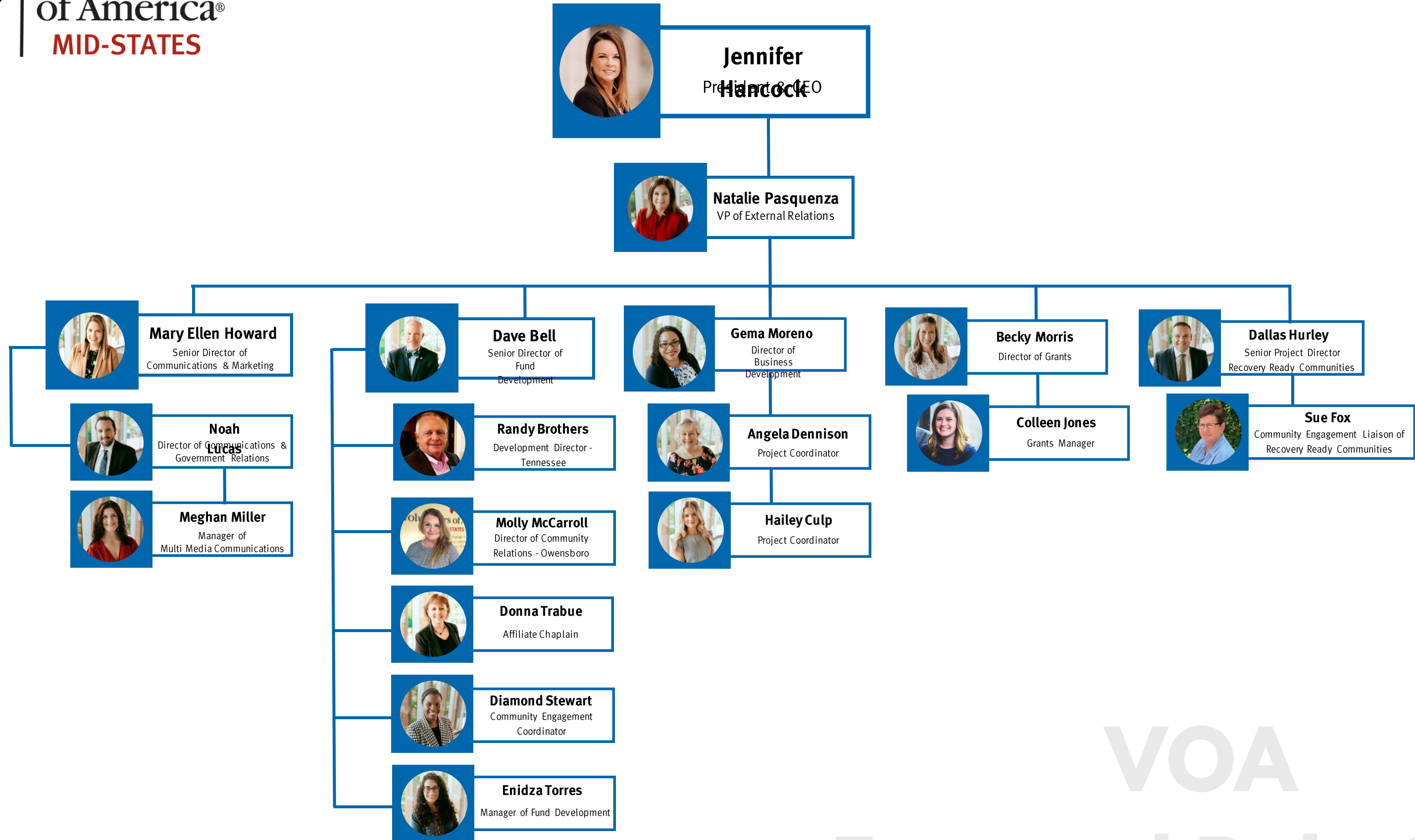
# Presented by



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**President & CEO**

**VOA Mid-States**



VOA  
External Relations

# Managing Organizational Relationships

- Segmenting relationships and accountability
- Relationship cultivation is everyone's responsibility
- Utilizing tools (CRM) allows us to effectively steward and grow relationships over time



# Board of Directors

- 27 Board Members
  - Board Members vetted through interview process with our Board Development Committee and based on needs determined by our Diversity, Equity, and Inclusion Team via our Board Matrix
  - Sign a commitment form
  - Serve 3 years with the option to renew 2 times (9 Years)
- Board Members Can:
  - Serve on multiple Committees and Think Tanks
  - Host a Journey
  - Make Donor phone calls
  - Host a table at Power of 1
  - Volunteer at VOA events
  - Share their institutional knowledge
- Corporate relationships
- Committee structure feeder system



# Donors

- Individual
- Private foundations
- Corporate partners
- CEO, Development team members, and External Relations team members have a personal portfolio of donors they cultivate
- Tracking and accountability is key to long-term fundraising success



# Other Key Stakeholders

- Council/steering committee structure for expanding the reach of staff in new markets and different geographic areas
- Identify those with topical expertise in achieving our mission
- The stakeholder should gain from the relationship as much as VOA Mid-States gains





# Community Engagement

- A mutually beneficial and reciprocal process of community engagement is essential to the organization's success
- Corporate partners for volunteer engagement
- Hands-on connection to our work
- Case studies on ongoing relationships
- VOA Mid-States staff members are engaged with chambers, rotary clubs, and other community-based organizations that expand our reach



# Engaging Elected Officials

- Develop and cultivate relationships with leaders at Federal, State, and local levels of government.
- Invite elected officials to local events that showcase the effectiveness and impact of our services.
- Collaborate to develop initiatives and legislation to positively impact fields in which VOA provides services, like recovery, housing, veterans' and more.



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