

Information Packet: Leadership DeKalb Community Service Projects 2022 APPLICATION

Introduction

Since 1986, Leadership DeKalb has convened current and emerging leaders from diverse backgrounds, informing them about vital issues for a thriving and forward-looking DeKalb County, and engaging them to lead in ways that improve quality of life for residents and workers county-wide.

Participants in the Leadership DeKalb program are professionals in fields of business, government, education, and nonprofit sectors who have demonstrated significant leadership in their profession and their community work.

For more information about Leadership DeKalb, please visit www.leadershipdekalb.org.

General Overview

Leadership DeKalb (LD) seeks to build stronger ties with DeKalb County nonprofit organizations by offering an opportunity for in-depth and specialized project consultation. Each selected organization will benefit from working with a consultation team of seven to eight participants from the Leadership DeKalb Class of 2022.

This undertaking is intended to create an opportunity for Leadership DeKalb participants to explore the relationship between leadership and service by producing a specific value to a nonprofit organization in the DeKalb County community because of creative and collaborative efforts ... drawing on the combined, diverse talents and expertise of the LD Team participants.

Purpose

Identify Community Service Projects which the Leadership DeKalb Class of 2022 will complete between October 2021 and May 2022.

Scope:

Up to six nonprofit organizations (NPOs) in DeKalb County, or NPOs that serve a significant portion of the DeKalb County community, will receive planning and other technical assistance with projects that will help the NPO grow. NOTE: This is a technical/consulting assistance project, with NO monetary funding available.

Timing:

The Leadership DeKalb teams will provide the NPO with 20 - 35 consulting hours from October 2021 through May 2022. If their work is intended to improve a specific event, that event should occur after the completion of the team's consulting hours, ideally no sooner than Fall 2022.

Possible project areas include:

- marketing strategy development
- key messaging development
- membership strategy development
- growth strategy development
- operational effectiveness
- organizational design and use of resources
- environmental scanning (e.g., trend/pattern analysis, and opportunity/threat assessment. Does not refer to sustainability)

Ineligible areas include:

- executing/staffing fundraising activities (project can include designing plans or identifying funding sources)
- board recruitment or development (project can include designing plans or identifying board development sources)
- full strategic and action plans
- direct staffing for clients of NPO applicant (activities with clients that are included within a larger project are acceptable)

Ideal applying organizations will:

- have active 501(c) 3 or 501(c) 4 nonprofit status
- be operational for at least three years
- demonstrate a significant level of service to the DeKalb County community whether or not the NPO is located in DeKalb County
- wait an interval of two class years before applying again if they were previously selected for a project - the project should have a different focus than the previous one.
- have sufficient staff to be able to coordinate with and advise a team of at least seven Leadership DeKalb volunteers.

NOTE: If your organization does not have a formal paid staff structure, please explain how you function and how you will be able to work with the Leadership DeKalb team if selected. Include this clear explanation in answering Question 1 of the proposal form.

Project Teams:

The Leadership DeKalb Class of 2022 consists of emerging leaders and senior-level established professionals from a variety of fields, with significant community leadership experience. LD Project Teams will consist of seven to eight Leadership DeKalb class participants. Teams are assembled based on the members' individual working styles; the teams are NOT tailored with explicit skill sets for specific projects.

Leadership DeKalb additionally has assembled a Community Service Project Committee, comprised of Leadership DeKalb alumni who will review all RFPs, select the winning proposals, and oversee the project/team matching process. Members of the Community Service Project Committee serve as liaisons during the program year, and will provide additional instructions, timelines, and tips for a successful project.

Important Dates: (Locations will be confirmed when selected organizations are notified.)

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| • Wednesday, July 28, 2021, 5:30 pm - 7:00 pm | VIRTUAL Open House |
| • Wednesday, August 24, 2021, 5:00 pm
Deadline | Updated APPLICATION Submission |
| • Thursday, August 26 th , 2021, | Selection Announcement |
| • Wednesday, September 1 st , 2021 | Orientation Meeting |
| • October 2021 to May 2022
Team | 20 to 35 Consulting hours with Project |
| • Closing Retreat: June 3-4, 2022 - NPO Leadership attendance expected/specific time TBA | |

- Final evaluation to be completed by Leadership of recipient organizations and returned to Leadership DeKalb by June 29, 2022

PROJECT EVALUATION CRITERIA

The project proposals will be evaluated according to the following criteria:

- Project addresses a critical community issue.
- Project provides LD Project Teams an opportunity to gain leadership skills and develop deeper relationships with each other through teamwork and creative problem solving.
- Project offers insight into the nonprofit sector and its role in addressing community needs.
- Project Teams will have the realistic opportunity to produce something specific and meaningful while adding sustainable value to the nonprofit.
- Feasibility of project being completed within 20 to 35 team consulting hours between October 2021 and May 2022. The NPO must designate a senior board or staff member to act as the primary interface with the project team. Please note: Class members often hold a senior role in their profession; therefore, we strongly encourage the senior leadership - Executive Director, CEO, board chair, of the selected organizations to work in some capacity with project teams.

IMPORTANT NOTES

Please be familiar with and responsible for the following information before completing the APPLICATION.

- **There is no monetary funding associated with this project.** Organizations should have the resources to act upon the recommendations of the project team. Participating organizations may not solicit resources from LD Project Team participants.
- Teams are assembled based on the members' individual working styles; the teams are NOT tailored with explicit skill sets for specific projects.
- There can be no direct implementation of fundraising activities, board recruitment or development, full strategic and action plans, and execution of fundraising activities. The project may include designing plans or opportunities for fundraising, but not the fundraising itself. Activity-based projects or working directly with the clients of a nonprofit will not be considered unless these activities are clearly within the context of a larger, more meaningful project.
- Organizations with current board members or staff in the LD Class of 2022 will not be considered.
- Leadership DeKalb is under no obligation to select any project that may be proposed.
- Leadership DeKalb is not responsible or liable in any manner for risks, costs, or expenses incurred by proposing organization in preparation or revision of this proposal. Leadership DeKalb is not responsible for any expenses incurred by the proposing organization as a result of Leadership DeKalb's selection of the project, LD Class Members' participation in the project, or withdrawal from the project.
- Leadership DeKalb reserves the right to withdraw participation in a project at any time and for any reason, including but not limited to, lack of oversight and involvement by the proposing organization, lack of sufficient resources from the proposing organization to complete the project, change in project scope, or any other reason.
- If the proposing organization intends to seek or actually seeks media coverage of the project, Leadership DeKalb staff must be contacted at least one (1) week in advance so that the proposing organization may request Leadership DeKalb's approval to include mention of Leadership DeKalb, its Class Members, or its logo in the media coverage.

**APPLICATION COVER SHEET
LEADERSHIP DEKALB COMMUNITY SERVICE PROJECT PROPOSAL - CLASS YEAR 2022**

This cover sheet is required along with completed Proposal Form and Attachments listed below. Return completed application to: info@leadershipdekalb.org by Tuesday, August 24, 5:00 PM.

CONTACT INFORMATION:	
Name of organization:	
Name and title of person submitting proposal:	
Phone number of person submitting:	
Name and title of primary contact assigned to work with the LD Project Team:	
Primary contact email address:	
Primary contact phone number:	
Organization website:	
ORGANIZATION INFORMATION:	
Date founded:	
Total number of paid employees/staff: <i>if no paid staff, explain in Question 1 of proposal form.</i>	
Total number of active volunteers at your organization, excluding any board members or paid staff:	
Mission Statement:	
Organization mailing address:	
Executive Director signature - <i>if no paid staff, signature should be person serving in this capacity.</i>	
Board Chair signature:	

REQUIRED ATTACHMENTS IN ADDITION TO OVER SHEET:

- Completed Proposal Form
- IRS Tax-Exempt Determination Letter
- List of board members with community affiliations
- Names and titles of key management team
- Budget FY 2021 - Income and Expenses
- Budget FY 2022 - Projected Income and Expenses

**PROPOSAL FORM
LEADERSHIP DEKALB COMMUNITY SERVICE PROJECT PROPOSAL**

Before deciding to apply, please carefully review the Information Packet to confirm your project proposal meets the guidelines for acceptable projects and include all information required for consideration. Pay particular attention to the General Overview, Project Evaluation Criteria, and Limitations/Exclusions sections.

Proposals must be prepared and submitted according to the following specifications. If needed, your answers to the 3 questions may spill to an additional page, but please use font size of at least 11 pt. and do not exceed word count.

NOTE: *Project Proposals should begin with the cover sheet provided.*

- 1. Provide a history about the organization (total word count of 250 words or less) that includes:**
 - the overall mission/purpose of the organization
 - target audience for services - demographic profile
 - significant accomplishments
 - experience with use of volunteers
 - If your organization is part of a larger organization (chapter, etc.), please explain relationship and what resources are provided to you.
 - If your organization does not have a formal paid staff structure, please explain how you function and how you will be able to work with the Leadership DeKalb team if selected.

**PROPOSAL FORM
LEADERSHIP DEKALB COMMUNITY SERVICE PROJECT PROPOSAL**

- 2. Describe the proposed project with specific, measurable outcomes (total word count of 500 words or less) and include:**
- a short, concise description of the project
 - what challenge the project will address for your organization
 - the purpose and anticipated impact of the project
 - why it is important for the organization to address this challenge
 - why the timing should be in the near future
 - what obstacles your organization is facing that you think Leadership DeKalb can help you overcome
 - the name of the senior-level person assigned to work with the team and a brief description of his/her role within the organization

