



Hodos Institute

Final Presentation



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Bethany Blomquist, Curtis Thompson, Garnet Tipton, Curtis Isozaki,
Steven Maher, Ana Falconi and Yuchen Qiao

Analysis Report



1. The Hodos Institute appears to lack representation in various forms that is hindering the organization's ability to connect and maintain communication with other organizations and reach out to people who may be interested in partnering with the institute.
2. The Hodos Institute is in need of a team of people to help operate the day-to-day tasks of the organization and to carry out its vision and mission.
3. The Hodos Institute needs immediate and consistent financial support to sustain and help the organization grow and provide the necessary resources to its project partners staff and board members.

3 Objectives:



1. Bolster Board of Directors
2. GoFundMe for Leadership Handbook
3. Marketing

Objective 1: Bolster Board of Directors



Our initial goal setting for this objective consisted of three initiatives:

- Initiative 1: Create awareness of the positions available for recruitment purposes and focus on recruiting to meet the brand awareness needs and long term position succession.
- Initiative 2: Create board intern positions for the purpose of training younger potential candidates to grow into best suited roles.
- Initiative 3: Create a guiding coalition of members from both groups (regular and intern board members) to plan and communicate goals and accomplishments.

However, we discovered that the success of these initiatives relies heavily on the advocacy and engagement of the current board members.

We've identified three roles in which we feel their engagement would aid towards accomplishing the goal of bolstering both current and future boards. They are:

The Role of Fundraising Visionaries (Leadership)



One of the primary roles of your board when it comes to fundraising is as VISIONARIES who:

- Provide leadership for your fundraising strategy and program.
- Charting a path forward for the organization.
- Setting broad fundraising goals for the organization, in consultation with the staff.
- Establishing deadlines for the organization's fundraising strategy.
- Making sure that the organization has the resources that it needs.
 - ❖ (Initiatives 1 - Awareness & 2 - Interns/ Younger Board Members)



The Role of Donors

- Another major role of the board when it comes to fundraising is as DONORS to the organization. Every board member should be donating something to your organization every year.
- It sets a good example and shows the staff, volunteers and other donors that the board is committed to the cause and to fundraising for the cause.
- It provides confidence to other donors.
 - ❖ (Initiative 1 - Awareness)

The Role of Fundraising Ambassadors



- The *most important* fundraising role of your non-profit's board is that of serving as FUNDRAISING AMBASSADORS for your organization.
 - They should help you make connections with entities and individuals you don't already know.
 - Encourage new people to become more involved with your non-profit, and ultimately to becoming a board member and/or donors.
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- ❖ (Initiatives 1 - Awareness & 2 - Interns/ Younger Board Members)




Board Recruitment Resources

- Boardassist.org
 - Is a New York based nonprofit board recruitment organization that operates on a pro bono basis. They're responsible for bringing over 75 million into the non-profit community through placing multiple people on boards over the last fifteen years
- boardnetUSA.org
 - Is a free board building resource for organizations looking to connect with individuals interested in your organization. 90% of board members connected through boardnetUSA™ have made financial contributions to the nonprofit they joined. Nonprofit boards using boardnetUSA oversee total operating budgets in excess of \$3.4 Billion
- Nonprofit.linkedin.com
 - Provides advanced search filters for finding exactly the talent you need for your board position such as skills, experience, location and more
- ❖ (Initiative 3 - Creating Guiding Coalition)

Objective 2: GoFundMe for Leadership Handbook

gofundme | Search | Dashboard

Share Tweet Donate



Leadership Handbook for Christian Rehabs in Eurasia

Leadership handbook for rehabs

Share Tweet 13 shares

With the funds raised, Hodos Institute will produce a leadership handbook and leadership formation program for use in Christian substance abuse rehabilitation centers in Eurasia.

Manage your campaign

\$100 of \$10k goal

Raised by 1 person in 6 days

Donate Now

Share on Facebook

Created February 21, 2017

HI Hodos Institute Charity ENCINO, CA

Donations

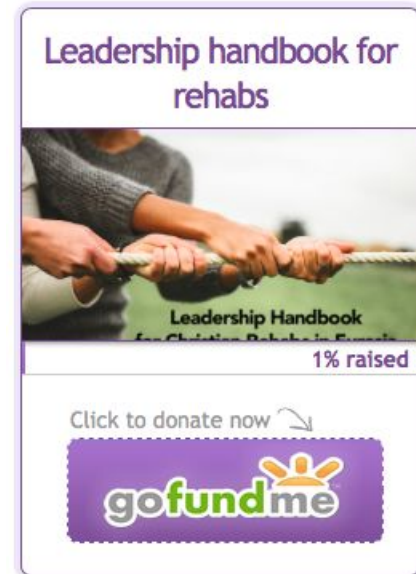
\$100 Anonymous 4 days ago

Share

Objective 2: GoFundMe for Leadership Handbook



- www.gofundme.com/hodosinstitute
- Share on Facebook
 - Hodos Institute
 - Board of Directors
 - Friends of Hodos Institute
 - Team Wombat
- Connect with as many people as possible
- GoFundMe “widget” on “Support Hodos” page of website
 - Put short description above or below
- Make updates to GoFundMe page
- Send “thank you” Support Cards to all donors



Support Card Example



HODOS INSTITUTE

We exist to equip and empower individuals and organizations in Eurasia to be ethical and effective in their noble enterprise.



RUSTAM MUKHTAROV **Business and Organizational Consultant** **Lawyer, Educator, and Trainer**

Hodos Institute gave me a much clearer understanding of what effective and ethical leadership is all about. I've been looking for many answers and Hodos Institute helped me to find them. It helped me to be effective in serving individual, teams and organization. Hodos Institute via Graduate School of Leadership at Christian University absolutely brought me to another level of maturity, it has equipped me the necessary competence and instruments to be successful and serve others. I am very grateful to Dr. Alexander Negrov for his teaching and coaching. He has helped me to be better established in my life and work.

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OLGA KRASNIKOV

Executive National Director

St. Petersburg Non-for Profit Organization “The Harbor”

For 16 years, our organization provides social adaptation of orphans, assisting in the personal development and preparing them for a successful independent life in society. Our mission to find teenage orphans who have recently left the state system and offer them real hope for a future along with the education and skills to secure it. We operate in Russia, but conduct training seminars in Ukraine and Kazakhstan. As our consultant and partner, Hodos Institute facilitates our strategic development and helps us make the right organizational decisions. Hodos Institute understands our values and helps us to become more effective in achieving our vision.

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Support Card Example



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ANDREI ANISIMOV **CEO, Fittings Plant “Titan”**

St. Petersburg, Russia

I was blessed by Hodos Institute through the Graduate School of Leadership at Christian University in St. Petersburg. When I started the program I had no knowledge of leadership management principles and skills. GSL has given me a foundational understanding in leadership, management, Team-building, etc. When something happens at work, I know how to respond and lead, because I have heard things in our classes and in the discussions with other leaders. I can say that everything about the opening and development of our new branch of our business has been built upon the foundation that I gained from Hodos Institute. I feel blessed that we started this business with right leadership principles and practice, and I don't need to think about how to change the leadership culture of our business. Some other things I have gained include learning to learn – reading, thinking, communicating in writing, etc. These things have not only equipped me as a leader, but also as a human being. I have also seen significant spiritual growth in my life because of GSL. I think about God differently, and I see positive changes in every sphere of my life – personal, spiritual, and professional.

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Objective 3: Marketing Campaign

As the Hodos Institute continues to look for available grants and other sources of funding, these are the two initiatives that Hodos can implement immediately.

- Support Card Initiative - This will help create an awareness that is tangible for the target audience. This can also be used in fundraising efforts if used in a direct marketing campaign via an organization like Russ Reid or CCS Fundraising.
- Social Media Initiative - Creating a strong presence in the world of social media will help spread the word about the Hodos Institute.



Marketing Campaign: Support Card Initiative

This initiative includes collecting testimonies and photos from previous and current Hodos Institute clients and utilizing the testimonies to create support cards to send to past or future financial supporters of the Hodos Institute.

With this initiative, the Hodos Institute can also utilize the support cards in fundraising efforts if used in a direct marketing campaign via an organization like Russ Reid or CCS Fundraising.

[Russ Reid](#)

[CCS Fundraising](#)

Marketing Campaign: Support Card Initiative



HODOS INSTITUTE

We exist to equip and empower individuals and organizations in Eurasia to be ethical and effective in their noble enterprise.



WHO WE ARE

We were established in 2013 to cause positive social change through the promotion of ethical and effective leadership. We serve churches, businesses, education, and non-profit organizations by motivating and enabling them to achieve excellence in leadership.

WHAT WE DO

We can assist in connecting ethical values with best practices in personal and organizational leadership across all sectors of society.

HOW WE IMPACT

We serve individuals, teams, and organizations to enhance effective and ethical leadership by drawing on a global network of scholars, consultants and practitioners.

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- Find more Followers
 - Reach out to all family and friends of Hodos Institute
 - Encourage family and friends to tag photos
 - Upload videos and other content to Facebook, Instagram and Youtube
 - Stay active on all available outlets
 - Follow other users
- Promote your social presence everywhere
 - Business cards
 - Print Advertising
 - Direct Mail/Radio
- Share useful and valuable content
 - Share your history and testimonies
 - Post compelling visual content
 - Show off what you are doing the results
 - Post invitations to your events



Other Suggestions:

- Reach out to organizations for support:
 - CCCU
 - Campus Crusade for Christ International (CRU) www.cru.org
- Put “Donate Now” Paypal button on the Hodos Institute’s website homepage:
 - Visitors will have the immediate opportunity to locate and utilize the Paypal link
 - Locating this at the top or bottom of the homepage will increase the likelihood of a donation with fewer clicks within the site.
- Amazon Smile
 - This tool can be utilized for the Hodos Institute to receive a donation in the amount of 0.5% of qualifying purchases made on Amazon. smile.amazon.com



Summary

The Hodos Institute exists to empower individuals and organizations to be ethical and effective in the field of leadership. To achieve the institute's vision that develops and advances ethical and effective leadership in Eurasia, the Hodos Institute should implement an aggressive marketing plan, use various fundraising tools, and expand the board to meet the growing needs of globalized Eurasian markets.

- First, the Hodos Institute will need to work to bolster the board and recruit individuals who have extensive knowledge, skills and abilities in the marketing and fundraising areas.
- Second, to develop the Hodos Institute, the organization will need to rely on multiple fundraising methods such as GoFundMe campaigns, online direct marketing, working with other institutions to build the connection or cooperate with other organizations in the US and Eurasia.
- Finally, the marketing plan will utilize what the Hodos Institute has done successfully in the past, and through an invigorated social media campaign, a greater number of individuals and organizations will know who the Hodos Institute is and why they exist. This will help the institute communicate the mission and vision to supporters.



Summary

It is in our opinion, that if practical timelines and applications are utilized, the Hodos Institute will be able to bolster its network and resources in order to develop a clear path to solid growth in the 21st century.

This is the fundamental meaning of the word *hodos* meaning “the journey” and “progress”.

We believe that by applying these initiatives, the Hodos Institute will continue to gain momentum to achieve even their unrealized goals.