

## Boards in Gear

### Connection to Cause

**Speakers: Lianna Olds, Deputy Director of Partnerships at Nonprofit Association of Washington, & Njuguna Gishuru, Chairman of the Board of One Vibe Africa**

**00:00:00 Video description:** *In the center of the screen is a grey circle with the Nonprofit Association of Washington logo mark. One by one, five sections appear to form a ring around the logo mark. Each section represents a chapter and is a different color: purple, orange, green, red, and teal. Text that reads "1 Connection to Cause" appears on the purple section. The sectioned ring begins to spin around the center and the video zooms in on the Connection to Cause section and then fades to white.*

**00:00:08 Video description:** *A video fades in of an African-American female with dark skin and dark hair. She is wearing white shirt and red sweater. In the background is a yellow wall with a few pictures hanging on it, and in the corner are a few tea cups on a table. In the bottom left corner of the video a white banner with the sectioned ring spinning on it appears with the speaker's name and organization, "Lianna Olds, Nonprofit Association of Washington." At the bottom of the screen is a purple banner.*

**00:00:10 Lianna:** Hi, and welcome to the Boards in Gear video series. We're here to talk about Connection to Cause. Connecting your nonprofit's mission to larger cause and advocacy efforts within a greater landscape of individuals, other nonprofits, and agencies strengthens the organization's ability to achieve its mission. Examples of causes might include hunger relief, environmental conservation, community development, and so on. When board members are aware of others working in the same space, there are chances to give a collective voice to the stories, challenges, and opportunities that exist for community members served by the organization. Developing this deeper knowledge of your organization's work makes the space to connect your mission to the larger cause, build intentional communication, and embrace advocacy as a powerful tool.

**00:01:00 Video description:** *The video fades to black and returns side by side with a second video frame. Lianna is on the left. On the right is a video of an African-American male wearing a maroon sweatshirt. There is a white wall in the background. Under the video a white banner with the sectioned ring spinning on it appears with the speakers name and organization, "Njuguna Gishuru, One Vibe Africa."*

**00:01:00 Lianna:** Board members serve as ambassadors and advocates for their organization's cause, and I'm thrilled to be joined now by Njuguna Gishuru, who is the Board Chair of One Vibe Africa, to talk more about the importance of connection to cause. Njuguna, thank you so much for taking the time to be with us today. So my first question is actually about actually, if you could share some examples of how you or other board members at One Vibe Africa serve as ambassadors for your organization.

**00:01:32 Njuguna:** We serve as ambassadors for One Vibe Africa, by attending One Vibe's events, which are normally social events that involve fundraising, and engaging in activities that support the organization's mission and speaking with folks that are new to the organization, or folks that are more familiar, about the organization's mission, the importance of the work we're doing and how and why we're connected to the organization. We also go out into the community and attend other events and engage with other organizations, and then and teach them and talk to them about One Vibe Africa to try to evaluate where potential connections and opportunities for partnership are. And then acting as the connectors between other members of the community and other organizations and One Vibe. We try to do that by telling the organization's story, by sharing our emotional connection with the work the organization does, and building relationships on behalf of the organization.

**00:02:39 Lianna:** So why do you think it's important for board members to understand their organization's connection to cause? Why do you think that bridge is valuable?

**00:02:49 Njuguna:** I think it's because for nonprofit organizations, that's why we exist. And so the mission is sort of the core to why we exist, why our work is important, and why folks that are involved with the organizations are involved. So it's really important to be aligned with that so we can represent the organization

well, and so we can find opportunities to advance the mission by acting as ambassadors. Usually for us, that's building relationships, finding access to funding and access to partners and folks to collaborate with. And so the way that we can do that is by letting folks know, hey, what we do, why it's valuable, and how partnerships or collaborations can be beneficial to both us and them.

**00:03:42 Video description:** *The side by side videos fade to black and the screen returns to the video of Lianna.*

**00:03:42 Lianna:** Connection to cause is really about putting your nonprofit's mission into a bigger context. There are few actions that you can take

to explore the connections between your nonprofit's mission and the larger cause. Think about why your organizations exist, the changes that you hope to see, and the ideas you believe to be true and related to your mission. Bring these conversations into your board meetings. Think across sectors, and map the people who have a role in your nonprofit achieving its mission, and make a point to get to know them better. Identify other organizations working within the same cause as your nonprofit. Consider if these organizations do similar or different work from yours and whether there are any gaps not being met. Lastly, work on intentional communications, which can elevate the voice of board members as they build connections with the community, decision makers, and potential supporters. Now that we've explored Connection to Cause, we invite you to join us for the next video in our board series: Board Responsibilities.

**00:04:45 Video description:** *The video fades to white. In the center of the screen is a grey circle with the Nonprofit Association of Washington logo mark. One by one, five sections appear to form a ring around the logo mark. Each section is a different color and has text with the name of a chapter of Boards in Gear: "1 Connection to Cause" on the purple section; "2 Responsibilities" on the orange section; "3 Composition & Development" on the green section; "4 Board Operation" on the red section; "5 Fundraising" on the teal section. In the center, the text "Boards in Gear" appears. The sectioned ring begins to spin around the center and fades out. The screen changes to the Nonprofit Association of Washington logo, the shape of the state of Washington made of colorful shapes with the words "Nonprofit Association of Washington" underneath. Below, text reads "In partnership with" and under this text is the Washington Secretary of*

*State, Corporations and Charities Division logo, a circular image of George Washington with the words "Secretary of State, State of Washington around the circle next to text that reads "Washington Secretary of State", two lines, and text that reads "Corporations and Charities Division." At the bottom is a purple banner that reads "nonprofitwa.org/learn."*

**00:04:51 Video description:** *The logos disappear, and text appears that reads "We greatly appreciate the contributions of the speakers in this video series. Lianna Olds, Njuguna Gishuru, Kimberly Hollins, Allison Mountjoy, Johanna Martinez, Regina Elmi."*

**00:04:55 Video description:** *The screen fades to black. Text that reads "3 Choices Creative Communications" appears on the screen above a logo of an eye. Under the eye, text reads "3greatchoices.com."*