

Mission Triangle (MT) Vocabulary

Board: The group of people who have the fiduciary (legal) responsibility of the nonprofit. They are responsible to the “investors / stakeholders” (anyone who has given time, talent or treasure). They are also responsible to the clients the nonprofit is serving, responsible for offering quality service.

Governing Board: A board that exercises legal responsibility for the nonprofit, they set the reasons for existence, and they determine the main 3-5 organizational objectives. They ensure that the right ED/CEO is in place that can develop the strategies and attract, develop and lead the team to fulfill the objectives and mission determined by the board.

Advisory Board for a National Organization: A group of individuals who offer wisdom, counsel, guidance and insight to the nonprofit management team yet they do not assume or have legal authority or responsibility. This type of board is often responsible for funding the local operation of a national ministry. It is critical for this type of organization to have clear understanding with the national organization regarding roles, responsibilities and expectations.

Board Meeting Facilitator: The individual who is most qualified and has demonstrated the expertise of facilitation. It can be the board chair but not necessarily; it is not position based but skill based.

Board Chair / Board Director/ Lead Director: The individual responsible for the integrity of the board process – they manage the board. This individual is responsible for ensuring that the board members understand their role, responsibilities, and expectations and fulfill them. They ensure the process works as it is intended and they work with the ED to develop board meeting agenda and board training.

Capacity: The ability to fulfill your mission.

Cause: The need which the nonprofit organization serves – broader and beyond the organization itself. For example, the “poor” or the “widow” – not a specific organization.

Champion: Anyone who has donated time, talent or treasure (gift of some kind) to your nonprofit.

Donor: Someone who gives financial resources to further the mission. MT tries not to separate those who give money from those who give time or talents.

Volunteer: Someone who gives his or her time to further the mission. MT tries not to separate those who give money from those who give time or talents.

Engagement: A champion's level of nonprofit involvement which is characterized by an emotional / heart commitment to the "cause," reflected by their time, talents and use of resources. The champion's heart is captured by the purpose the organization serves. If the organization were to disappear the champion would continue to serve the "cause."

Major Gift: A financial gift to a nonprofit of \$1,000 or more in a given fiscal year.

Management: Leadership within the nonprofit.

Founder: The individual or individuals who had the original vision for the nonprofit and invested time and talents and often resources to start the nonprofit (501-C3) organization.

Executive Director / CEO / President: The senior leader. We will use these terms interchangeably to refer to the individual the Board hires to carry out the mission of the nonprofit.

Staff: Paid employees hired to carry out pieces of the nonprofit mission. The only difference between a staff member and a volunteer is that the staff member is paid. Any other difference within your organization should be clarified.

Ownership: A champion's level of nonprofit involvement in which they view themselves as an "owner" within the organization. They identify directly with the nonprofit and share responsibility with the organization of the nonprofit's mission and the work it does. The owner attracts others to the "cause" and the "nonprofit" and guides the maturity of other champions in the work of the nonprofit. The owner's involvement is characterized by significant contributions of time, talents, and resources to the cause / nonprofit.

P-E-O Map: A detailed physical map (chart/table) to guide an organizational leader in stewarding your champions' growth through involvement in your nonprofit. The map identifies various areas for service and involvement and specifies participant, engagement, and ownership-level demonstrations for the particular area.

Participant: A champion's level of nonprofit involvement in which they make an initial gift of money or time to the organization. As a participant their gift is usually infrequent and not significant according to their means. It is short-term in nature and the gift is usually generated as the result of an event and a specific ask. Their level of emotional involvement in the organization or the cause is minimal.

Transformational Giving (TG): A collaboration between you and God in which He infuses your corporate and personal assets with His grace as you offer them in the way He asks to the people and purposes that He directs.

Sustainability: The ability to deliver over and over on your mission in the midst of various circumstances.

S.M.A.R.T.:

Specific: What exactly is the goal or task? What does a good job look like?

Motivating: Am I excited and interested in the goal?

Attainable: Is the goal realistic and achievable?

Relevant: Is the goal important and aligned with organizational goals?

Trackable: Is there a way to track progress? Are there measures?