

GEN Z - SCOOP

5 WAYS TO BE A BOLD NONPROFIT LEADER IN THE DIGITAL AGE

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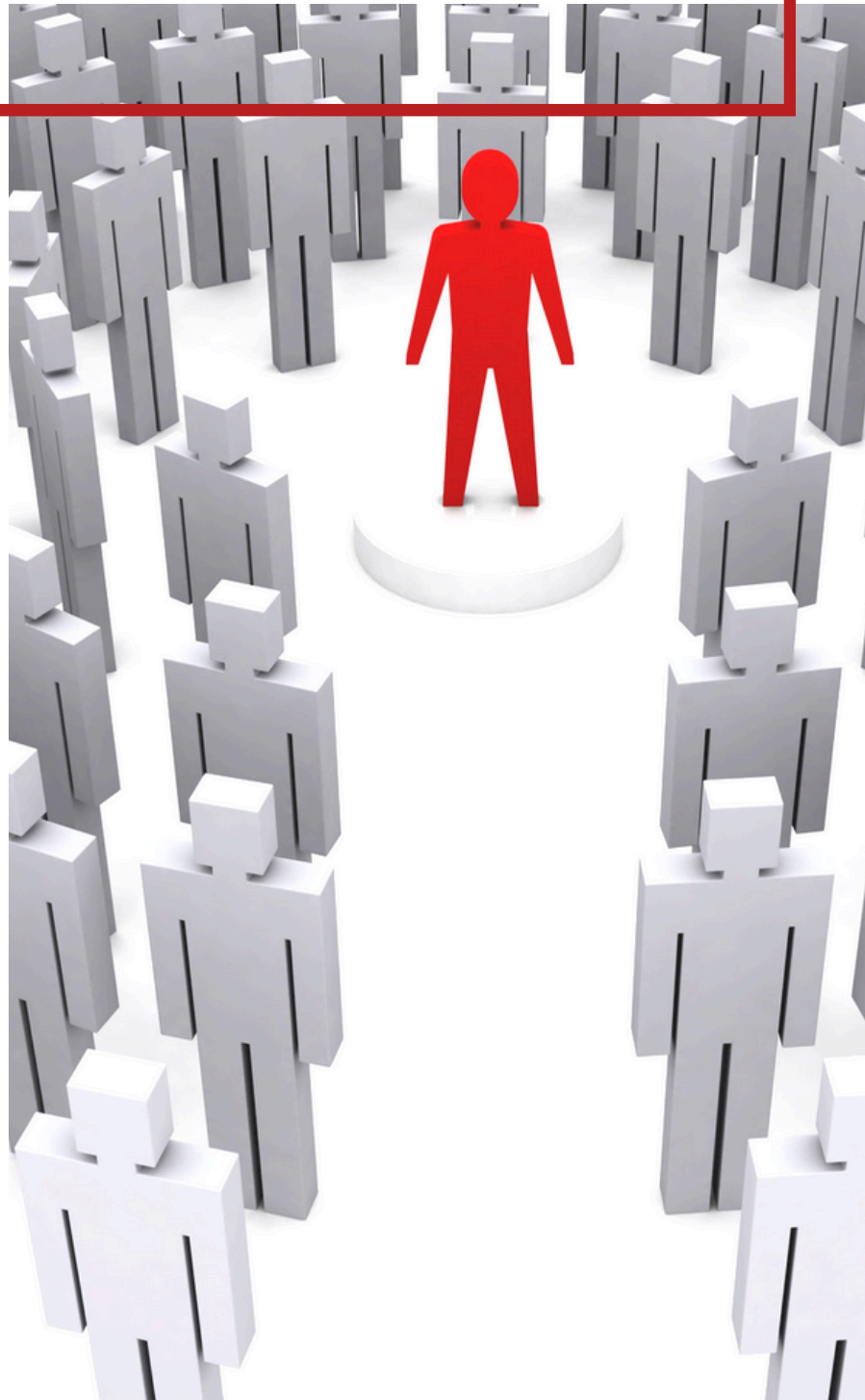


In this new digital age, it is more important than ever for nonprofit leaders to be bolder than ever. With so much change happening around us, nonprofits need leaders willing to take risks and innovate to achieve the mission and goals of their organization. Having bold and fearless leadership can take your nonprofit to the next level and separate you from everybody else around you.

Here are 5 ways to be a bold nonprofit leader:

1. Be Willing to Risks

It takes a lot of guts to step outside your comfort zone and do something you believe in in the face of adversity. Trust me, ZGIVE knows all about that :). However, this is what it takes to be a successful leader in





today's nonprofit climate. The last couple of years taught us that being safe does not help you achieve your long-term goals. Taking risks as a nonprofit can seem scary, but they also have tremendous benefits.

According to a study done in Germany on overall happiness and workplace success, those who take risks are more content with their lives and their organizations. Even in failure, you will learn more than if you stay stagnant. We encourage you to take some risks to improve your nonprofit!

"If you want your nonprofit to be competitive in today's environment and lead the way in the 21st Century, then you need to be comfortable with failure. There is simply no possibility of success without the courage to fail. Period." by Wayne Elsey, *The Rise and Fall of Charities*.

2. Be Innovative.

Over the past few years, many organizations have had to think outside the box regarding technology and new ideas. Like everything in this world, nonprofits must keep evolving, and one of the best ways to do that is with the latest technology.

Technology is always getting more advanced; it can be hard to figure out where it will go. Researching what type of

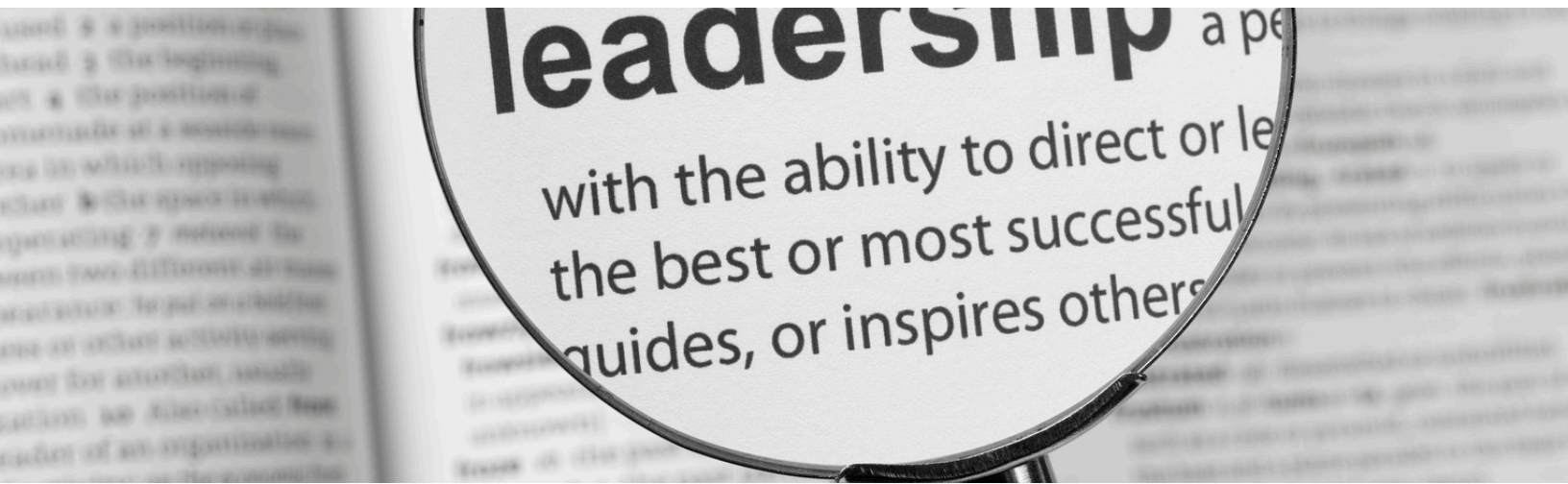
technology is needed for your nonprofit to exemplify being a bold, successful leader.

There are so many benefits to evolving technologically; it makes things easier for those who donate, those who will potentially contribute, and those who work for you. Another example of being an innovative leader would be using ZGIVE's digital auction platform for their next auction event.

"Exemplary leaders search for opportunities by seizing the initiative and looking outward for innovative ways to improve; and they experiment and take risks, constantly generating small wins and learning from mistakes." By Jim Kouzes & Barry Posner, *The Leadership Challenge*

3. Be Passionate.

Putting passion into your nonprofit is like putting gas in your car. You need it to go anywhere. Being an inspirational leader will not only make you a better leader but a better person as well. Everybody wants to be inspired and passionate about the cause they are working for. Passion is contagious and, under the right leadership, can fuel a nonprofit to achieve amazing things.



"Follow your passion – and invite others to join. That is what it is all about. Just keep going. Never quit. Keep operating in your passion."

By Kenton Lee (Founder of Because International)

4. Be Authentic.

Authenticity is essential for nonprofit leaders as it helps build trust with those they work with. Authenticity is not typical in this world, especially in places of business. One thing that can make you stand out is to be upfront with your employees and clients. For example, be more public with your organization's approach. Let people know what you are doing with your donations and what your goals are for your organization.

People crave authenticity, and being open and honest about the future of your organization will get people more excited about your nonprofit and build more trust in your organization. Trust is critical and is not quickly earned, so you must create it early and often.

"A few people of integrity can go a long way." By Bill Kauth (Co-Founder of The Mankind Project)

5. Be a Visionary

A bold leader needs to have a true vision for their nonprofit. This means having a clear, concise idea of where to take the organization and all the new plans you want to bring into that organization.

Being a visionary also means thinking one step ahead of everyone else. Visionaries must be confident to believe in their vision.

For example, one way to be a great visionary is to create a strong vision statement for your organization. Donors are more likely to give if they understand and believe in the mission that you are presenting. It is your job to make your vision come to life for donors.

With so much change today, nonprofit leaders need to be bolder than ever. By following these tips, you can become a fearless leader in the new digital age of the nonprofit sector and achieve your mission to make an impact for your cause. ■