



Emerging Practitioners in Philanthropy

CHALLENGE

Encourage members and other funders to invest in nonprofit talent and leadership development.

APPROACH

Develop a comprehensive online toolkit for funders that includes a framing document, a series of case studies highlighting a variety of successful foundation investments, and videos that bring the work to life. Then create a national social media push to generate interest.

OUTCOME

The “Generating Change” online toolkit launched at the EPIP national conference in 2012, including a comprehensive framing paper, eight case studies, nine videos, five conference sessions and two plenaries — and kicked off a national movement.

Call Attention to a Critical Issue

PLANT YOUR FLAG

Emerging Practitioners in Philanthropy (EPIP) had two goals in mind: First, raise awareness and build conversations within the foundation community around the importance of investing in the people who work at nonprofit organizations. Second, elevate EPIP’s profile as a thought leader and field frontrunner on critical issues for philanthropy. To achieve these goals, EPIP created the Generating Change Initiative, but quickly realized that it needed a solid jump-start to launch the initiative in a meaningful way. EPIP wanted a strong, knowledgeable partner with the capacity to create and deliver compelling messages to a wide and relevant network. Putnam Consulting Group was the perfect choice.

“Generating Change was a departure, in that we were telling funders what they should be doing with their money,” says EPIP Executive Director Rahsaan Harris. “Putnam gave us very high-skilled, professional staff to produce the content and they had the view of the larger field to determine what would be acceptable as we engaged others.”

SHARE YOUR KNOWLEDGE

Putnam’s team of seasoned philanthropic consultants dove deep into studies of the current state of nonprofit talent and leadership investment and constructed a

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- RUSTY MORGEN STAHL, FOUNDER,
EMERGING PRACTITIONERS IN
PHILANTHROPY

clear, convincing argument for increased foundation investment, which became EPIP’s flagship framing paper for Generating Change. The team also interviewed dozens of foundation funders to capture the stories of their successes in nonprofit talent and leadership investment and turn those stories into engaging case studies. Finally, Putnam consultants traveled to key foundation leaders to capture their experiences and advice on video. Putnam packaged all of these tools — framing paper, case studies and videos — into an attractive, user-friendly online funder “Generating Change Toolkit” that was launched at the EPIP national conference in 2012.

But the online launch was only the beginning. Putnam also helped EPIP create five conference workshops and two plenary sessions about Generating Change content. Once the resources were live, Putnam created a series of blogs and newsletter articles related to the toolkit content and pushed them out to tens of thousands of readers across the country. As a result, the Generating Change Toolkit has received thousands of visitors in the past year, and EPIP is establishing its place as a leading expert in the critical area of nonprofit talent and leadership development.

LEAD THE FIELD

“If you’re going to be a thought leader, you need to put thought out in the field,” Harris concludes. “Having a chance to collect the best thinking and present back to the field has been a valuable asset for EPIP and helped enhance our reputation. It also allowed us to play a key role in launching the talent and leadership development movement within the field of philanthropy.” “Putnam helped us with a very complex initiative, and did an amazing job. They understood exactly what we wanted and brought in a great team to turn research findings into relevant and engaging resources. They also created a great social media buzz.”



Putnam Consulting Group

Confident Giving • Dramatic Return

Putnam Consulting Group is a national, award-winning, philanthropy consulting firm. Since 1999, we've been honored to deliver results for foundations of all sizes and types. From developing powerful initiatives, to evaluating impact, to sharing the story of your success, we provide experienced consultation and guidance, logistics support and communications savvy to any or all of your grantmaking team or foundation leadership.

WHY PUTNAM?

Simply put, Putnam provides a full range of expertise and services to help philanthropic organizations achieve dramatic results with confidence and clarity. With our assistance, foundations and nonprofits visualize, design, implement, evaluate and share programs and ideas effectively and in ways that inspire.

Since our inception, we've worked with more than 50 foundations on more than 100 projects specifically designed to increase their impact and deliver dramatic results. Our clients include leading national foundations and smaller regional and local foundations that want to improve their practice and make a deeper difference in the communities they serve.

We don't just rely on ourselves. Instead, we spend time getting to know your organization, your values, your stakeholders and

your environment — in depth. And we seek the perspectives and opinions of and engage discussions among those who influence your success, from internal staff to external partners.

Our nimble, flexible approach means your project receives the constant attention and specialized expertise it deserves — every time.

“Putnam Consulting Group really understands how foundations work. They have a high level of knowledge, are very professional, were clear about what they could do and when, and always delivered on time.”

— CHRISTY PICHEL, EXECUTIVE DIRECTOR, STEWART FOUNDATION

OUR LEADERSHIP



Kris Putnam-Walkerly is a recognized leader in philanthropic program design, implementation, evaluation and communication. She specializes in helping foundations embrace new and more effective

approaches to solving social problems. Her focus on actionable solutions and recommendations provide her clients with clear direction for maximum impact.

Kris is a master communicator, and has produced innumerable blogs, articles and essays that deliver meaningful, relevant

insights to the field. She has been quoted in the Washington Post, BusinessWeek and other media outlets. She helps her clients communicate their stories — through her vast network of contacts and Twitter followers — thereby enriching the collective wisdom in philanthropy.

Kris chairs the steering committee of the National Network of Consultants to Grantmakers, serves on the board of the Community Foundation of Lorain County and the advisory committee of the Foundation Center in Cleveland, and is a member of the Society for Advancement of Consulting.

LET US HELP YOU

DEVELOP INNOVATIVE PROGRAMS

- Design grantmaking strategies and new funding initiatives
- Conduct environmental scans
- Create theories of change
- Engage stakeholders
- Pinpoint funding gaps
- Identify funding partners
- Incorporate best practices

ALLOCATE FUNDS WISELY

- Develop and manage the RFP process
- Identify and support intermediary organizations
- Train internal program leaders
- Manage and implement grant programs

EVALUATE IMPACT

- Assess evaluation needs
- Determine evaluation readiness
- Incorporate qualitative and quantitative measurement
- Conduct evaluations
- Translate evaluation results into clear recommendations

COMMUNICATE RESULTS

- Craft compelling case studies
- Build toolkits to support your issue
- Share lessons learned
- Circulate articles for newsletters or national press
- Produce videos that tell your story
- Present at board meetings or national conferences
- Post on various social media outlets
- Record podcasts
- Post blogs to increase exposure