

For Immediate Release: July 12, 2016

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Step Up! Offers Help for Nonprofit and Association Board Members and the Organizations That Depend on Them

(Los Angeles) **Nonprofits address critical societal needs, contribute more than \$900 billion annually to the nation's economy, and are typically led by volunteer boards.** Although nonprofits come in all shapes and sizes, they have one thing in common: a pressing need for smart and effective board leadership. Yet, studies continue to show that nonprofit boards are not performing at the levels that their organizations need and expect. SOURCE: 2015 Survey on Board of Directors of Nonprofit Organizations – Larcker, et al.

It is this reality, and decades of hands-on experience in the sector, that led two national nonprofit experts to create Step Up!, a fresh approach to equipping nonprofit board members with the guidance needed to avoid common pitfalls and provide the quality leadership that is essential to their organizations. Co-authored by Elizabeth Bailey and Nancy Schmidt of 2B Communications in Southern California, Step Up! is an easy-to-read and accessible "how to" handbook geared for nonprofit and association board members and those considering joining a board.

"Being on a board is too important a job to approach with anything less than a strong understanding of the importance of the role and a commitment to excellence," says co-author Nancy Schmidt. "Step Up! shows board members how they can tap into their enormous potential and power to achieve real change."

Visually engaging, easy-to-read, Step Up! covers the key elements of being an effective nonprofit board member.

The book helps readers to understand their role and offers advice on issues ranging from how to deal with conflicts of interest to working effectively with staff. Step Up! also includes guidance on the use of social media and underscores the importance and value of diversity on nonprofit and association boards. The books are organized in standalone chapters, each conveying a key insight in a conversational style, such as: Play Your Position; Strive For Excellence, Not Perfection; Conflict is Not a Dirty Word; Avoid Unintended Consequences; and Courage. Bring it!

"One of the things we've seen over and over is that nonprofit board members lack an understanding of their role on the board and how it translates to the success of the organization," says co-author Elizabeth Bailey. "Results from a nationwide study we conducted last year, *Engaged and On Board*, found that only one-third of new board members believed they had been fully oriented to their new role and knew what was expected of them. **A quick read of Step Up! will provide nonprofit and association board members with the knowledge and direction they need to see and do things differently.**"

What Nonprofit Leaders are Saying

"A real gem. Packed with accessible, useful insights and practical ideas."

BARRY POSNER, co-author
The Leadership Challenge and *Learning Leadership*

"I'd recommend that all associations provide a copy of this book to each of their board members. It's beautifully done, artfully designed and most importantly, covers the role of board members in an easy-to-read, yet thought-provoking way."

MARY BYERS, CAE
Association Consultant and Author of *Race for Relevance: 5 Radical Changes for Associations*

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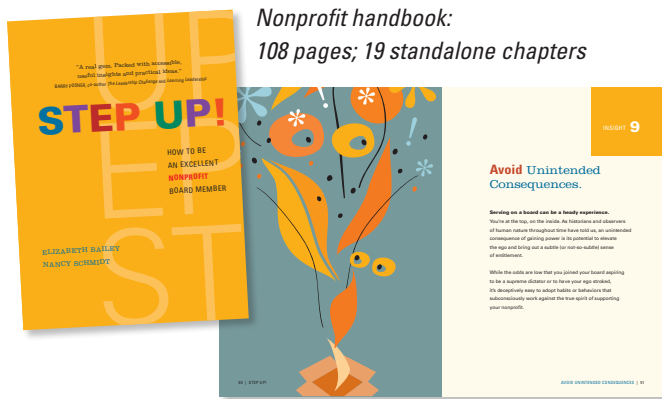
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Step Up! at a Glance

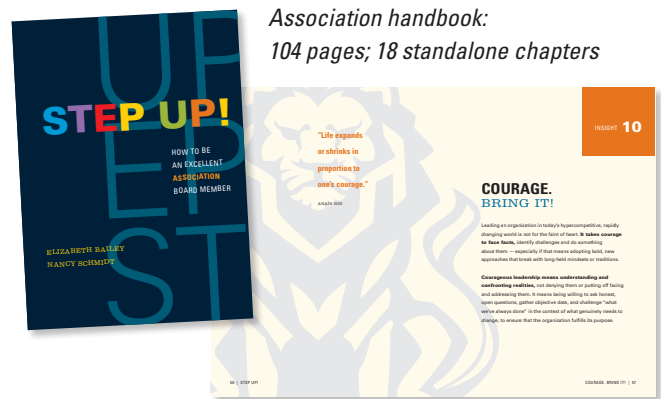
A visually engaging, easy-to-read, soft cover book that covers the key qualities that distinguish an effective nonprofit or association board member.

A great resource – and gift – for board members, chief executives, and people who want to make a difference by joining a board.

Step Up! is fast becoming a core board training resource for nonprofits and associations that stimulates discussion and gets board members on the same page.



*Nonprofit handbook:
108 pages; 19 standalone chapters*



*Association handbook:
104 pages; 18 standalone chapters*

Nonprofits Today

- **With over 1.5 million nonprofit organizations in the US, the sector is an economic powerhouse** that contributed an estimated **\$905.9 billion** to the US economy in 2013. Competition is fierce for resources, talent and financial support – and requires boards to be more strategic and innovative than ever before.
SOURCE: The Nonprofit Sector in Brief 2015, Brian McKeever, The Urban Institute

Associations Today

- There are nearly **100,000 professional and trade associations in the US.**
- A report published in 2012 by the ASAE Foundation estimated that as of 2009, membership associations held more than **\$245 billion in assets, generated \$130 billion in revenue, and employed more than 1.2 million people.**
SOURCE: Association 990® Database

About the Authors

Elizabeth Bailey is Co-Founder and Principal of 2B Communications. Elizabeth’s passion is helping nonprofits and professional associations change, grow and thrive. Over the past twenty-five years, she has led board performance, research, planning, branding and marketing communications efforts for hundreds of organizations. A seasoned professional facilitator, Elizabeth specializes in leading strategic growth planning processes and speaks frequently on high-performance board leadership, generational shifts, and branding for associations and nonprofits. Elizabeth lives in Manhattan Beach, CA.

Nancy Schmidt is a Principal of 2B Communications. As an executive in a corporate identity and communications firm, and founder of her own market research firm, she has helped hundreds of organizations over the past 25+ years. Her work includes research programs and communications campaigns for major corporations, educational institutions and nonprofits. At 2B Communications, Nancy’s diverse background helps nonprofit organizations and associations maximize their ability to effect social change. She has spent 20 years as a parent leader in the public schools, and serves on multiple nonprofit and association boards. She lives in Los Angeles, CA.