

## Rearranging Deck Chairs on the Titanic: A Wake-Up Call for Failing Nonprofits



As a leader in a nonprofit organization, you've likely seen it all - the passion, the dedication, and the struggles. But what happens when the numbers just aren't adding up? When the membership is dwindling and the future looks bleaker by the day?

The harsh reality is that without a significant shift, your nonprofit might be on a fast track to closure - and the clock is ticking. If your membership trend isn't reversed, you could be looking at an expiration date less than 10 years away.

So, how do you convey this urgent message to your members without causing panic? Here's a step-by-step approach:

### **Understand Your Audience**

Know who you're talking to. Are they long-time supporters or new recruits? What's their stake in the organization? Tailor your message to resonate with their values and concerns.

### **Present the Facts**

1. *Share the numbers:* Highlight the current membership trend, projected decline, and potential impact on the organization's mission.
2. *Use visuals:* Graphs, charts, and infographics can help illustrate the point without overwhelming members.
3. *Connect the dots:* Explain how the decline affects the organization's ability to serve its purpose.

## **Offer Solutions, Not Just Problems**

1. *Membership Drive*: Propose strategies to attract new members and retain existing ones.
2. *Rebranding and Marketing*: Suggest updating the organization's image and outreach efforts.
3. *Community Engagement*: Encourage members to take ownership and participate in revival efforts.

## **Create a Sense of Urgency**

1. Set a timeline: Establish clear goals and deadlines for turning the organization around.
2. Call to action: Encourage members to take immediate action, whether it's volunteering, donating, or spreading the word.

## **Empower Your Members**

1. Involve them in the solution: Ask for input and ideas on how to move forward.
2. Celebrate small wins: Recognize and celebrate progress, no matter how small.

The fate of your nonprofit is in your members' hands. By presenting the facts, offering solutions, and empowering your community, you can work together to turn the tide and ensure a bright future for your organization.

## **Sample Script: Conveying the Message**

Friends, colleagues, and fellow members,

I'm here today to discuss a critical issue affecting our organization: our declining membership trend. As we stand today, projections indicate that if we don't make significant changes, our nonprofit might not be sustainable or exist in under 9 years.

Let's take a look at the numbers... (discuss your declining trend)

This isn't just about numbers; it's about our mission and the community we serve. We have the power to change this trajectory. Let's work together to attract new members, engage our community, and revitalize our organization.

Here are some proposed strategies... [insert solutions]

We need your help. Let's set a goal to [insert specific goal] and work towards a brighter future for our organization. Who's with me?

### **Next Steps**

1. Schedule a follow-up meeting to discuss progress and ideas.
2. Establish a task force to lead the membership drive and community engagement efforts.
3. Share updates and success stories regularly to keep members engaged and motivated.

By working together, you can turn the tide and ensure your nonprofit thrives for years to come.