

A pilot for your city's nonprofit leaders.

Strategic counsel at the moments that matter, built for the funders who already invest here.

Every grant flows through one person: the executive director. They are navigating board dynamics, donor concentration, and leadership transitions almost completely alone. **Nobody sits beside them as a trusted strategic partner when the hard decisions get made.** Impact Boardroom is the leadership operating layer that fills that gap, and it makes every other dollar already flowing into these organizations perform better.

THE PILOT

Six CEOs. Six months. Earned continuation.

- + 6 nonprofit executive directors, nominated by the funder and vetted with Matt
- + 2 group leadership sessions a month
- + 1 strategy roundtable a month (six-leader working session)
- + Private 1:1 advisory with Matt every six weeks, one in person
- + Matt as strategic partner, not consultant. Leaders own execution.
- + Renewal earned through participation, traction, and value to the leaders

\$18,000

\$500 per leader per month. Fully funder-underwritten. No cost to participating leaders. Live only, no recordings, confidential by design.



WHO LEADS IT

Matt George. The product is the person.

- + 30-year nonprofit CEO: 500 staff, \$35M+ annual budget, \$40M+ endowment at exit
- + Five years coaching executives at Harvard Business School
- + Trusted advisor to Fortune 500 CEOs and major foundations
- + Author of Nonprofit Game Plan and The Nonprofit Prophet, and known as "The Nonprofit Prophet"
- + Former PBS host · Points of Light recognition · 22-state book tour

WHEN IT MATTERS MOST

The six moments where leadership decisions carry the highest consequences.

01 Leadership transition

Culture, donor confidence, staff retention

02 Major grant landed

Scope, mission integrity, funder relationship

03 Board alignment and communication

Getting the most from every board member

04 Strategic fork in the road

Resources, direction, organizational identity

05 Executive at capacity

Retention of an irreplaceable leader, institutional knowledge

06 Major donor concentration

Sustainability, donor diversification, planning ahead

Every session ends with clear priorities, what not to do, and one checkpoint that proves progress before the next conversation.

FROM THE FIELD

+\$175,000 in year one. A \$5M nonprofit CEO, fundraising transformed.

A \$5M nonprofit CEO came to Matt with flat, unreliable revenue, no donor strategy, and no comfort making the ask. Events ran without goals. High-value relationships sat untapped. The board was watching.

Matt worked alongside her as a strategic partner. Together they mapped the top 25 relationships, built the donor strategy, stood up a real CRM, and role-played the asks until she could lead them with confidence. **Year-one result: +\$175,000 in fundraising revenue.** The bigger shift was in her: she moved from avoiding donor conversations to leading them, and the board saw it.

WHAT THE FUNDER RECEIVES

A sponsorship structured like an investment, not a gift.

- + Named sponsor of the inaugural cohort
- + You nominate the leaders. We help vet for fit. Final call is yours.
- + Low admin lift. We handle onboarding, scheduling, and support.
- + Cohort drawn from your existing grantee portfolio
- + Recognition in all materials, internal and external
- + Quarterly participation summary: attendance, engagement, themes

Start a conversation.

Happy to walk through the pilot, the leaders, or how a partnership could fit your community.

Matt George

matt@glassrootpartners.com

(309) 303-3970 · impactboardroom.com