

A pilot for your city's nonprofit leaders.

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

IMPACT BOARDROOM PILOT · APRIL 2026

Every grant flows through one person: the executive director. They're 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, vetted with Matt
- › 2x Group Leadership Sessions / month
- › 1x Strategy Roundtable / month (6-leader working session)
- › Private 1:1 Advisory with Matt every 6 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 / leader / 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
- Executive Leadership Coach at Harvard Business School
- Trusted advisor to Fortune 500 CEOs and major foundations
- Author of *Nonprofit Game Plan* and *The Nonprofit Prophet*. Known as "The Nonprofit Prophet."
- 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 & Communication

Getting the most from the people in the room

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. WHAT THIS LOOKS LIKE IN PRACTICE.

+\$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.** But the real shift was identity-level. 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
- ✓ Cohort drawn from your existing grantee portfolio
- ✓ You nominate the leaders. We help vet for fit. Final call is yours.
- ✓ Recognition in all materials, internal and external
- ✓ Low admin lift. We handle onboarding, scheduling, and support.
- ✓ Quarterly participation summary (attendance, engagement, themes)

TO START A CONVERSATION

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

Matt George

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