



WHERE CAN YOU TURN

when you need a qualified, confidential advisor to help solve a problem, plan a transition, or assist in creating a strategic plan that is right for your organization?

Where can you find a counselor who has the experience and personality that are appropriate, and is willing to donate his or her time?

A good answer is SCORE, an organization that offers excellent counselors who choose to serve our community and its not-for-profit (NFP) organizations.

SCORE's counselors work with you to discuss the issue and develop an approach that fits your need. All discussions are confidential, unless otherwise arranged by mutual agreement.

All of SCORE's counselors serve on a voluntary basis, and only minor, mutually-agreed administrative expenses are charged.

To reach SCORE's counseling service, just call 831.621.3735 and leave your name and number for a call-back. We'll be delighted to help.



www.santacruzscore.org
831-621-3735



SCORE "Counselors to America's Small Business" is a proud resource partner of the U.S. Small Business Administration. SCORE is also pleased to partner with the local Chambers of Commerce in many cities throughout the U.S. SCORE is a nonprofit, public service organization. We provide FREE and confidential business advice through 389 chapters and offices nationwide.

All SBA programs are extended to the public on a nondiscriminatory basis. The material in this publication is based on work supported by the U.S. Small Business Administration under cooperative agreement SBAHQ-03-0001. Any opinions, findings and conclusions or recommendations expressed are those of the author and do not necessarily reflect the views of the U.S. Small Business Administration.

We offer assistance for ALL types of businesses, not just Non-Profits

Sign Up for Workshops Online:
www.santacruzscore.org

Sign Up for FREE Counseling by Phone:
831.621.3735

Ask SCORE by e-mail:
www.score.org

Other Available Services from Santa Cruz SCORE:

- FREE Business Counseling
- Pre-Business Workshops 2 Thursdays per month
- Business Assessment by Appointment
- Mentoring by Appointment
- Speaker's Bureau by Appointment



COUNSELING FOR NON-PROFITS

Qualified, Confidential, Free Counseling Services from Skilled SCORE Volunteers



Ask SCORE

- **Organizational Assessment**
- **Strategic Planning**
- **Finances**
- **Transition Planning**
- **Marketing Advice**
- **Fundraising Ideas**
- **...and more**

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SCORE is a Resource Partner of the Small Business Administration, and is dedicated, in part, to promoting the success of Not-For-Profit organizations

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Some Useful Capabilities

SCORE recognizes that Non-Profits often face unique challenges differing from those of For-Profit businesses. We offer a wide range of expertise to assist with:

- Developing a Strategic Plan
- Assisting in Business Planning
- Leading Productive Retreats
- Mentoring Executives
- Advising on Staff Issues
- Improving Board Relations
- Communications Coaching
- Aiding Systems Development
- Guiding Marketing Planning
- Creating Marketing Materials
- Improving Fundraising
- Editing Grant Applications
- Improving Cash Flow
- Finding Cost Saving Measures
- Mediating/Resolving Disputes
- Organizational Assessment
- Transition Planning
- New Executive Effectiveness

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* Counseling Case Studies

For example, SCORE Counselors have successfully:

Advised the Executive Director of a special needs childrens' center on successfully defusing a parent revolt and reaching accord

Researched demand, and created a profitable new furniture line and gainful employment for clients of an NFP serving disabled people

Prepared and led a Board off-site that resolved a contentious debate over merging the NFP, achieving harmonious agreement to proceed

Prepared the case and led the effort to win approval for building a school, despite vigorous opposition from neighbors, who are now reconciled and accepting of the School

Facilitated development of a marketing plan and drafted the brochure that has effectively served an NFP for over eight years

Worked with a newly appointed ED to help him understand the concerns and severed loyalties of his staff, and then won them over with a carefully prepared off-site meeting

* *No specific client names are provided, in order to honor SCORE's confidentiality policy*

Counselor Qualifications



EXPERIENCE

SCORE counselors have typically started or run successful businesses or NFP's. Most of them have served on corporate or NFP Boards. Their counsel has proven valuable to the executives they have mentored and the organizations they have advised.

EXPERTISE

SCORE counselors come from a variety of disciplines: general management, finance, operations, marketing, public relations, graphic design, human resources, computer sciences, and more. Your lead counselor can call on other counselors as needed and appropriate.

INTEGRITY

SCORE counselors all sign a document warranting that all client information will be treated as "secret", that they will not charge for services rendered, nor solicit or accept work for SCORE clients outside the SCORE framework.

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