

Raise More Money by Selling Your Impact

Why does it cost nonprofits \$20 for every \$100 raised, when companies spend \$4 for every \$100 raised? The answer is that we may well be raising money from the wrong people. Most nonprofits focus on selling the "psychic benefits" of our work to donors and foundations who have no direct stake in our outcomes. Today, we need to offer more than "feel good" if we want to create leverage. This webinar teaches nonprofits how to convert their good work into high value outcomes and how to identify a new set of stakeholders who directly value and are willing to pay for those outcomes.

About the Presenter:



Jason Saul is one of the nation's leading experts on measuring social impact. He is the founder and CEO of Mission Measurement LLC, a strategy consulting firm that helps corporations, nonprofits and public sector clients to measure and improve their social impact. He has advised some of the world's largest corporations, government agencies and nonprofits, including: Walmart, Starbucks, McDonald's, Kraft Foods, Levi Strauss & Co., Easter Seals, American Red Cross, the Smithsonian and the U.S. Agency for International Development. Prior to founding Mission Measurement, Jason practiced as a public finance attorney at Mayer, Brown in Chicago.

Jason serves on the faculty of Northwestern's Kellogg School of Management, where he teaches corporate social responsibility and nonprofit management. He also serves on the faculty of Boston College's Center for Corporate Citizenship. Jason is the founder of the Center for What Works, a national nonprofit focused on benchmarking and performance measurement. He is the author of numerous books and articles on social strategy and measurement, including: *Benchmarking for Nonprofits: How to Manage, Measure and Improve Performance* (Fieldstone Press 2006); *Social Innovation, Inc.: Five Strategies to Drive Business Value through Social Change* (Jossey-Bass, October 2010); and *The End of Fundraising: How to Raise More by Selling Your Impact* (Jossey-Bass, February 2011).

Jason was awarded the Harry S. Truman Scholarship for leadership and public service and was selected as a Leadership Greater Chicago fellow. In 2008, Jason was recognized as one of Crain's Chicago Business "40 under 40" business leaders, and in 2010, he was named by Businessweek Magazine as one of the Nation's 25 Most Promising Social Entrepreneurs.

Jason holds a J.D. from the University of Virginia School of Law, an M.P.P. from Harvard University's John F. Kennedy School of Government, and a B.A. in Government and French Literature from Cornell University.