

# Elevate Insights

Leadership. Governance. Strategy. For nonprofits that want to excel.

May 2026



## Why Strategic Thinking at the Board Level Matters More Than Ever

*Too many nonprofit boards are busy. Far too few are strategic.*

If you sit in on many nonprofit board meetings, you will hear updates on staffing, event attendance, program activity, and financial reports. There may be discussion about operational issues,

immediate challenges, or a problem that suddenly demands attention.

Then the meeting adjourns.

What is often missing is the one thing boards are uniquely positioned to provide:

**Strategic leadership.**

That gap has consequences.

Organizations drift. Opportunities are missed. Executive directors become overwhelmed. Boards become reactive instead of proactive. And perhaps most importantly, organizations struggle to make meaningful progress toward long-term mission goals.

At a time when nonprofits face increased funding uncertainty, workforce pressures, rising community needs, and growing expectations for accountability, strategic thinking at the board level is no longer optional.

It is essential.

**The Board's Most Important Job**

Many boards unintentionally confuse activity with leadership.

The board reviews reports. The board approves budgets. The board votes on motions.

Those activities matter, but they are not the board's highest value.

The board exists to determine and protect the organization's long-term direction.

That means asking difficult questions:

- Where is the organization headed?
- Are current programs still aligned with mission?
- What risks threaten long-term sustainability?
- What opportunities should we pursue?
- What capabilities must we strengthen?
- What decisions today shape the organization three years from now?

These are not operational questions. They are governance questions.

And they require strategic thinking.

A strong executive director may manage day-to-day complexity exceptionally well. But without a strategically engaged board, organizations often find themselves reacting to challenges rather than shaping the future intentionally.

In short:

**Management keeps the organization running.**

**Governance determines where it is going.**

**NEXT MONTH: The Most Common Strategic Gaps on Nonprofit Boards**

---

**Are You Part of the 30%**



Nearly **30% of nonprofits report disengaged or unmotivated board members**, according to Florida Nonprofit Alliance.

Research is clear: **dysfunctional or underperforming boards are one of the leading reasons nonprofits struggle to achieve their mission.** And internal attempts to “fix” the problem rarely work.

So, what does this mean for you?

If your organization is part of that 30%, **you could achieve far more**, but your board is holding you back.

The good news: **focused, customized education and coaching for boards works.** When boards are more engaged, informed, and strategic, the payoff is real: better governance, stronger leadership, higher revenue, and greater mission impact.

At ElevateNPT, we strengthen nonprofit leadership to stabilize and magnify mission impact. We do this work at a significant discount to make consulting support more available to small- and medium-sized organizations.

**Are you ready to jumpstart your board and accelerate your mission impact?**

[Schedule a Complimentary Situation Analysis](#)

---

## What to Expect: SITUATION ANALYSIS

In the complimentary 45-minute session, ElevateNPT works with you to identify where you are now: what you’re doing well, where you’re under-leveraged, and what’s keeping you from the next level.

Specifically, the process surfaces your board governance status, leadership dynamics, and strategic alignment. The focus is practical: you’ll walk away not just with more clarity but with suggestions you can apply immediately to create momentum.

From that foundation, ElevateNPT can work with you to determine where your greatest strategic payoffs lie. We bring a fresh, unbiased lens to examine how current investments are deployed and whether your board, executive team, and operations are fully aligned with mission-impact goals.

With that insight, you’ll be better positioned to decide which areas demand a full strategic planning process, where board development or executive coaching could move the needle, and how you can optimize limited nonprofit resources to greater effect.

---

## [Check Out Our Complimentary Resources](#)

---

## [Follow us on LinkedIn](#)

---

### **ElevateNPT**

Kansas City | Denver | Ormond Beach

[www.ElevateNPT.com](http://www.ElevateNPT.com)

[info@ElevateNPT.com](mailto:info@ElevateNPT.com)

270.564.2770



You are receiving this newsletter because you signed up for our mailing list.

[Unsubscribe](#)

