



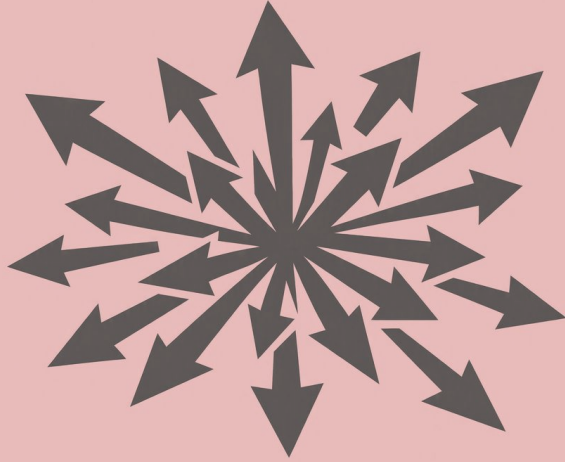
The Alignment Advantage

Leading with Clarity, Purpose, and Sustainable Impact

2026 West Texas Rural Philanthropy Days



□ *Let's connect on LinkedIn*



"Alignment is when *who you are, how you operate, and where you give your energy* all point in the same direction."

For nonprofits, that direction is the mission.



How Nonprofits Drift Off Mission

Funder-Driven Scope Creep

Chasing dollars instead of impact — letting funding opportunities redefine the work.

Founder's Syndrome

Vision locked in one person, not the organization — leaving the mission fragile.

Reactive Programming

Saying yes to community needs without a filter — good intentions without a strategy.

Staff Burnout

Capacity erodes, and mission becomes survival mode instead of purposeful impact.

❏ *Misalignment rarely happens all at once. It accumulates over time.*





The Warning Signs

- ❌ Your team can't articulate the mission in one sentence
- ❌ Programs exist because they *always have* — not because they still work
- ❌ Decisions are driven by urgency, not strategy
- ❌ Leadership is exhausted but can't say no

If any of these sound familiar, you're not alone.

Mission =



Your **WHY**

The reason you exist



Your **WHO**

The people you serve



Your **HOW**

The way you deliver impact

*When all three are clear,
decisions get easier.*



The Alignment Filter

Clarity is a decision-making tool — not a luxury.

1

Does this move our mission forward?

Ask first — before excitement, before urgency.

2

Does this align with our strengths and capacity?

Ask second — good work still requires readiness.

3

What are we saying no to by saying yes to this?

Ask third — every yes has a hidden cost.



Boundaries Are Our Friends 😊

Tolerations

What your organization lives with that quietly drains it:

- Outdated programs no one has the courage to sunset
- Partners who take more than they give
- Scope that has grown well beyond original intent

Boundary Scripts That Protect the Mission

~~"That's not within our mission scope."~~

~~"We'd need to evaluate that against our strategic priorities."~~

~~"We're at capacity right now — let's revisit in the next planning cycle."~~

~~"That's a great need, but not our lane."~~



Sustainable Impact Requires Sustainable Organizations



The Alignment Framework



Small shifts. Sustained over time. That's alignment.



Actionable Next Steps

01

Name One Toleration

Identify one organizational toleration your team has been living with — and name it out loud.

02

Set One Boundary

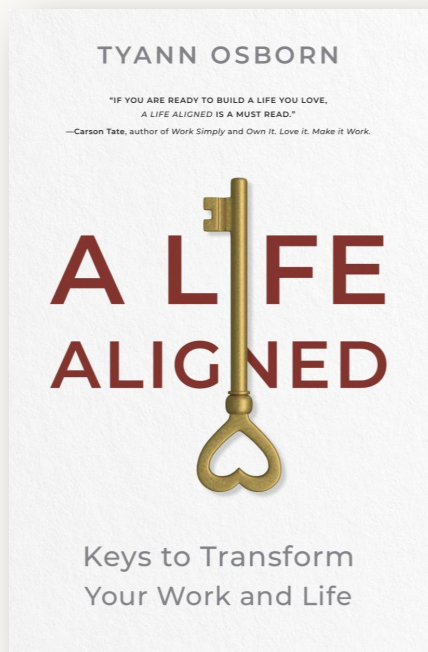
Identify one boundary your team needs to set this quarter — and agree on the language.

03

Use the Filter

Run your next big decision through the Alignment Filter before you say yes.

The mission needs your organization whole — not just working hard.



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