

# **Unlocking Success:** Exploring the vital link between Development and Programmatic teams

**The Role of *Effective Communication***



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# Meet Our Team

# Introduction

Recognizing effective communication as a crucial component, we will concentrate on enhancing the communication between program and development teams.

Effective communication between program and development teams in nonprofit organizations is important because it helps you align your program and funds with your organization's goals and values. You can set realistic and measurable objectives, allocate resources efficiently, monitor progress, and evaluate impact.

# Overview of Presentation

- Define the roles + responsibilities of program and development teams
- Establish the need for effective communication between program and development teams
- Highlight challenges in communication between program and development teams
- Address the role organization size plays in challenges with communication
- Mention the goals of effective communication on teams
- Share best practices for effective communication between the program and development teams

# Responsibilities of the Development Team

Responsible for:

- Fundraising
- Donor prospecting/Donor relations
- Organizing fundraising events
- Managing grant applications
- Maintaining donor database

Essentially, their role is to secure financial support to sustain and grow organization's programs and activities.

# Roles of Development Team

**Grant writer**

**Donor Relations officer**

**Individual Giving officer**

**Event Coordinator**

**Marketing/Communications officer**

**Database manager**

# Responsibilities of Program Team

- **Program Development:** Identify the community's needs, create new programs, and plan their execution.
- **Program Implementation:** Oversee the execution of programs, holding each other accountable, coordinating with various stakeholders, and securing resources.
- **Monitoring and Evaluation:** Track the progress of programs, collect data, and use indicators to assess effectiveness. Identify areas for improvement, and adjust strategies to better meet community needs. Measure impact
- **Strengthening Relationships:** Creating and building relationships with clients, volunteers, donors, community members, organizations, government agencies, etc.
- **Reporting and Communication:** Provide regular updates to stakeholders, prepare reports for funders and regulatory agencies, and communicate the organization's impact through various channels.
- **Talent Management and Development:** Recruit, develop, and retain skilled individuals. This includes identifying talent needs, recruiting suitable candidates, providing training and development opportunities, and implementing strategies to keep team members engaged and motivated.

# Roles of Program Team

## Administrative/Leadership

- Program Director
- Assistant Director
- Program Coordinators (Education, Administrative, Membership, etc)

## Programmatic

- Facilitators
- Mentors
- Activities Specialists
- Group leaders



# Importance of Communication between Program and Development Team

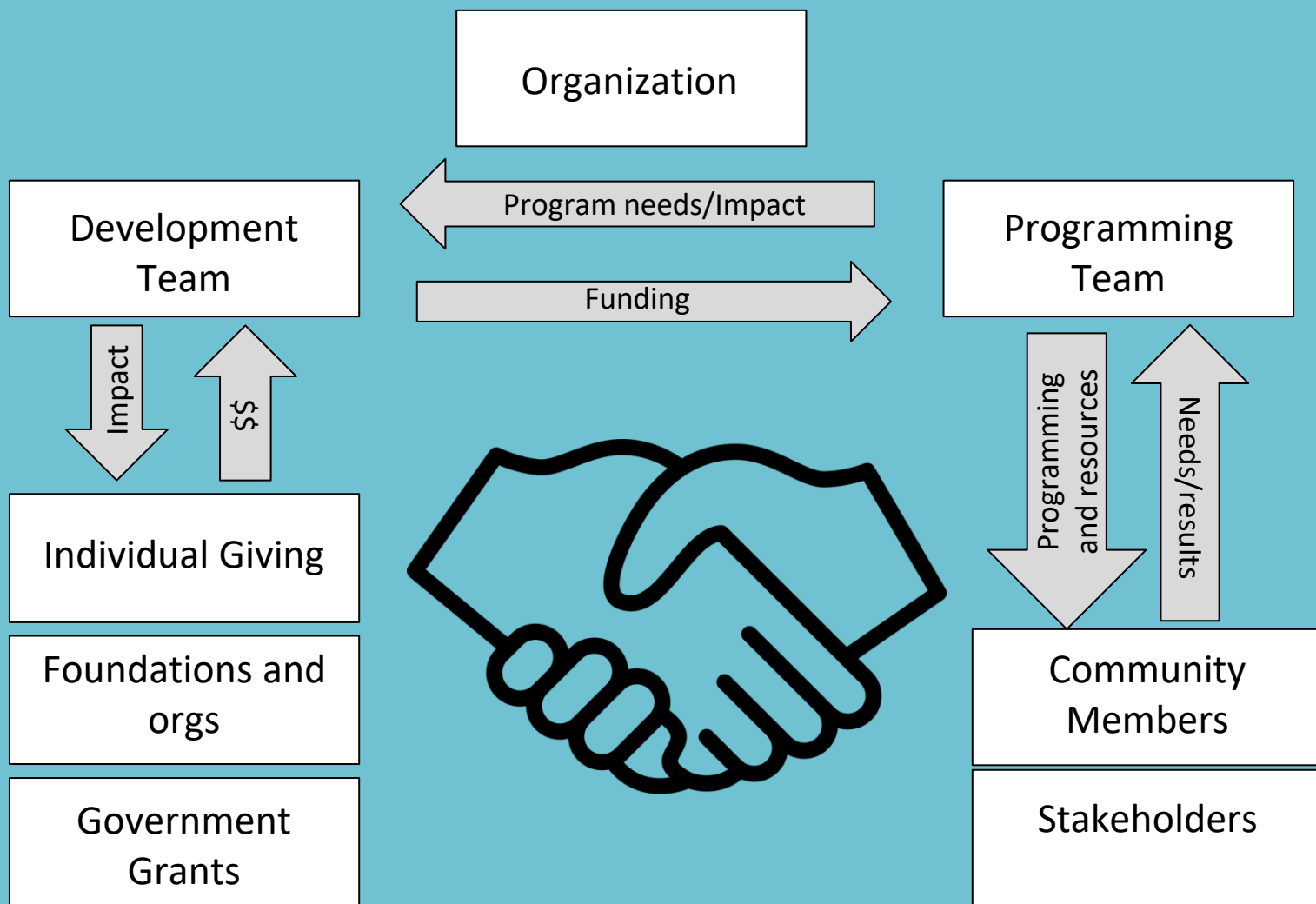
The communication between a program team and a development team in a nonprofit organization is essential because of...

- **Alignment of Goals:** Both teams need to understand each other's objectives and priorities to ensure that the organization's programs are aligned with its funding sources and vice versa.
- **Resource Planning:** Effective communication allows the development team to share what is needed to fulfill the requirements provided from a funding source and the program team can provide insights into the resource needs, such as staffing, materials, and equipment and how to reach those needs.
- **Reporting Impact:** The program team can provide valuable data and stories about the impact of their programs on the community or beneficiaries. This information is crucial for the development team to showcase to donors and supporters, demonstrating the effectiveness and value of their contributions.

# Importance of Communication between Program and Development Team

The communication between a program team and a development team in a nonprofit organization is essential because of...

- **Donor Engagement:** By understanding the organization's programs and initiatives, the development team can better engage donors and supporters by matching their interests and passions with specific funding opportunities.
- **Grant Opportunities:** The program team may identify potential grant opportunities that align with the organization's mission and programs. Communicating these opportunities to the development team allows them to pursue grant funding that can support the implementation and expansion of programs.
- **Importance of Feedback:** Regular communication facilitates a feedback loop between the program team and the development team, allowing for continuous improvement of both programmatic and fundraising efforts.



# Organization Size and Communication Methods

## Small Organization

Typically have fewer than 50 employees

Easier communication between development and programming staff

Fewer layers of hierarchy = streamlined communication or quicker resolution to communication issue

## Medium Organization

Generally between 50 - 250 employees

Dedicated staff or depts to manage communication between development and programming teams

## Large Organization

Has more than 250 employees

Most complex. May have multiple departments/divisions

May rely on established formalized communication protocols

# The Role Organization Size Plays in Challenges in Communication

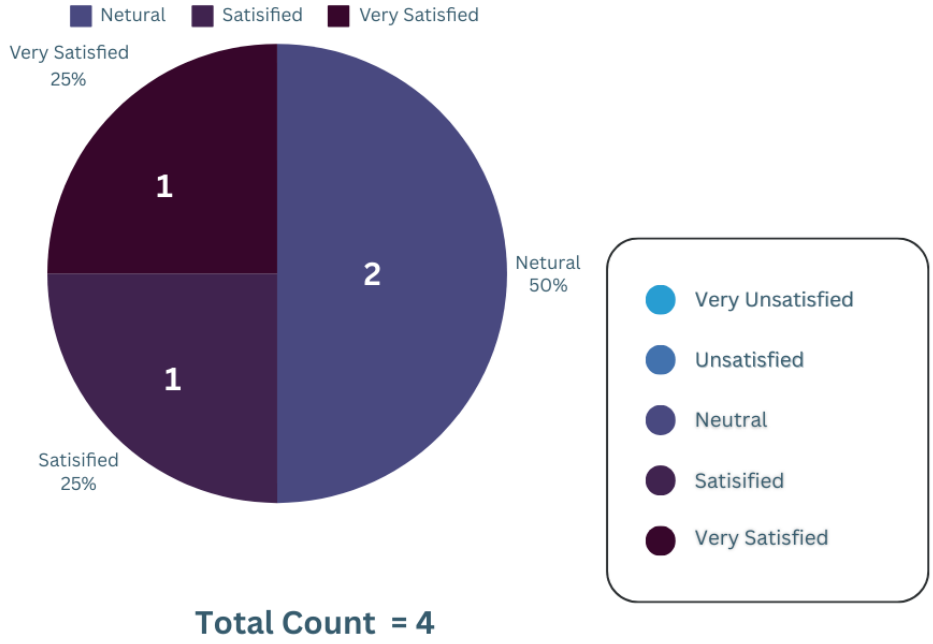
We asked the group to indicate the department they were under, the size of their organization, and their level of satisfaction with communication between the two teams.

5 - being the highest level of satisfaction and 1 - being the lowest level of satisfaction.

We surveyed 13 people total.

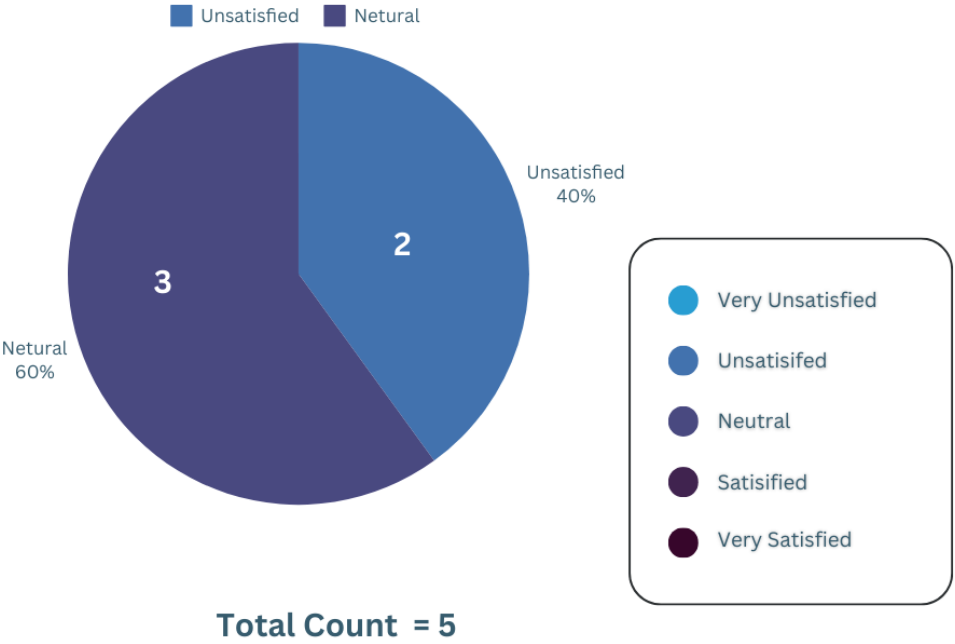
# Satisfaction Level of Communication

## SMALL-SIZE ORGANIZATIONS



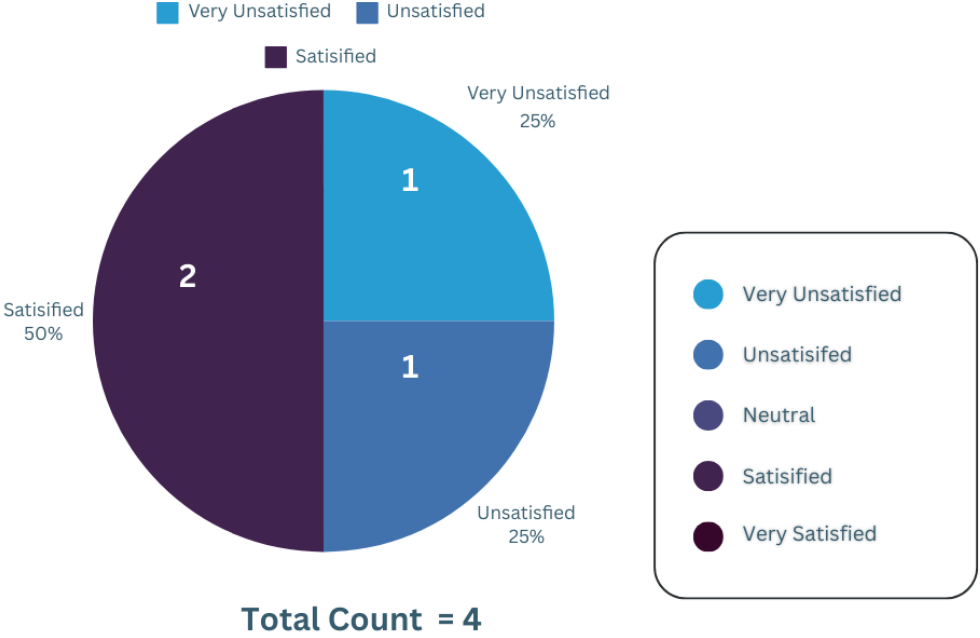
# Satisfaction Level of Communication

## MEDIUM-SIZE ORGANIZATIONS



# Satisfaction Level of Communication

## LARGE-SIZE ORGANIZATIONS





# Challenges in Communication between Program and Development Teams

- Differing Priorities
- Communication Silos
- Language Barriers
- Time Constraints
- Perceived Power Dynamics
- Lack of Feedback Loop

# Goals of Effective Communication between program and development teams

- **Shared Understanding:** Clear communication ensures that all team members have a shared understanding of project goals, requirements, and expectations. This helps prevent misunderstandings and minimizes rework, leading to better efficiency and productivity.
- **Collaboration and Teamwork:** Effective communication fosters collaboration and teamwork by enabling team members to share ideas, seek feedback, and work together towards common goals. It promotes a sense of unity and harnesses the collective intelligence of the team.
- **Problem-Solving:** When issues or challenges arise, open and effective communication enables team members to identify problems early and work collaboratively to find solutions. It encourages brainstorming, knowledge sharing, and creative problem-solving.

# Goals of Effective Communication between program and development teams

- **Productivity and Efficiency:** Clear communication streamlines the development process, reduces miscommunication-related delays, and ensures that everyone is on the same page. This enhances productivity, minimizes errors, and maximizes efficiency.
- **Growth and Learning:** Effective communication creates an environment where junior developers can seek guidance, ask questions, and learn from more experienced team members. It nurtures a culture of continuous learning and personal development.
- **Alignment:** Proper communication promotes alignment between teams. When teams are aligned, they are both working towards the organizations *mission*, rather than their own set priorities.

# Best Practices for Effective Communication

- **Regular Meetings:** Schedule regular meetings or check-ins between the program and development teams to discuss ongoing initiatives, share updates, and address any challenges or concerns.
- **Cross-Training and Education:** Provide opportunities for cross-training and education to help members of the program and development teams understand each other's roles, responsibilities, and challenges.
- **Cross Collaboration:** Encourage collaboration and teamwork between members of the program and development teams on specific projects or initiatives.

# Best Practices for Effective Communication

- **Joint Planning and Strategy Sessions:** Hold joint planning and strategy sessions where members of the program and development teams can come together to brainstorm ideas, set priorities, and develop strategies for achieving common objectives.
- **Feedback and Evaluation:** Encourage open and honest feedback between the program and development teams, creating a culture of continuous improvement and learning.
- **Leadership Support:** Gain support from organizational leadership for fostering communication and collaboration between the program and development teams.

# Best Practices for Effective Communication

- **Clear Communication Channels:** Establish clear communication channels for sharing information, updates, and feedback between the program and development teams.
- **Cross Succession:** Allow opportunities for transitioning leaders from one department to another department within your nonprofit organization. This allows for a diversity in skillset, enhanced collaboration and innovative ideas.
- **Maintain Institutional Knowledge:** Important for ensuring continuity of processes and idea funnels that support both teams.
- **Celebrate Successes:** Helps to boost morale and sustain ongoing communication between the two teams as they both continue to fulfill their roles.



# Closing

Effective communication between development and program teams fosters collaboration, enhances efficiency and ultimately contributes to the organization's ability to achieve its mission to further our positive impacts in the community.



**THANK YOU**

**PASE  
City College  
Our respective organizations  
Emerging Leaders Fam**

**With Gratitude, Group 3**