

NGEF Plans to Overhaul Board, Bolster Fundraising

The National Guard Educational Foundation (NGEF) plans to overhaul its board of directors with an emphasis on marketing and fundraising to bring it in line with other similar foundations.

Retired Brig. Gen. Kenneth L. Ross, NGAUS treasurer, suggested increasing the size of the NGEF board from 12 to 15 voting members, to include the NGAUS chairman, immediate past chairman, treasurer and secretary as officers. The NGAUS president would serve as a non-voting member.

Other members, nominated by the NGEF chairman and approved by the NGEF board, would include one representative from each of the six NGAUS geographic areas, two members from the Enlisted Association of the United States and three others with fundraising experience, marketing and other qualifying attributes valuable to the board's work.

"The new makeup of the board will allow for the inclusion of motivated individuals who have financial connections to lead fund raising initiatives and lead the development and implementation of a comprehensive NGEF

strategic plan," said Jason Hall, NGEF director. "The strategic plan will help us be able to state exactly where we want the NGEF to go in the next five, 10, 15 years and how we plan to get there."

Skystone Ryan, an independent consulting firm which specializes in formulating fundraising and development plans for organizations around the world, completed a study in November, and NGEF presented those findings to the NGAUS board of directors, which included a board restructuring component.

An independent consulting firm earlier this year suggested a board restructuring to refocus the NGEF's efforts.

After reviewing the firm's recommendations at last month's meeting, the NGEF board recommended that Skystone Ryan remain instrumental in NGEF's fundraising component. However, a National Guard team would head up the strategic plan initiative.

Other initiatives set in place last month included incorporating a requirement that the NGEF board meets at least three times per year and implementing some exploratory direct-mail efforts to boost fundraising efforts.

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