



Activity Title: Nonprofit Career Role Play

Objective:

Launching an activity in which students will apply critical thinking and problem-solving skills to real-life career scenarios.

Description:

This activity is interactive, involves students acting as an employee for a nonprofit organization and can be modified in a variety of ways. For example, the group members can switch cards after each scenario to change career assignment. Assign roles, give students the option of choosing a role, or pick roles out of a hat. Instead of a role play, have the students read out loud to the small group the job descriptions, skills, or examples and have the other students identify what career that corresponds with. Modify by assigning a role to one student in the group and the other students must guess what career they are acting out.

Print the worksheet below double-sided (or make your own). Print the scenarios (1 per group) and/or show the "Careers in Nonprofit Lesson Plan" PowerPoint to display the scenarios. Cut up the cards so one side shows the career title and the other side shows the job description, skills, and examples of quotes. Be sure that each career is matched with the correct job description. Each group should receive 1 set of career cards and 1 set of scenarios. Option to laminate the cards and/or scenarios.

Resources/Materials:

Pairs (attached, or make your own cut out), scissors, laminator (optional)

Instruction:

1. Investigate/Plan/Action
 - a. Introduce the activity: students are now employees of the nonprofit organization "CleanJoy"
 - i. Welcome to CleanJoy. Our mission is to promote a greener and healthier planet. We are dedicated to protecting the earth through our recycling program.
 - ii. CleanJoy collects trash from local businesses, sorts through the rubbish, and identifies any product that can be recycled. The recycled product is dropped off at Rumpke Waste & Recycling Center.

- b. Divide the class into small groups (suggested 4-5 students per group). In this activity, each individual is assigned one card with a career and job description.
 - i. Each individual will read to themselves their career title, the job description, and qualities/skills.
 - ii. In the role play, students will act as the career assigned in each given scenario. There are examples on each card for guidance. Encourage students to be creative and share their thoughts.
- c. Scenarios
 - i. Not all careers will be applicable to every scenario. Suggested careers to assign for each scenario are listed below. Each group can receive the same careers, or there can be a random assignment of careers for more variety.
 1. Scenario 1: Advancement Director, Camp Director, Communications Director, Events Manager, Executive Director, Marketing Manager, Program Director
 2. Scenario 2: Accountant, Advancement Director, Associate Director, Data Analyst, Education Director, Finance Director, Marketing Manager, Program Director
 3. Scenario 3: Administrative Manager, Associate Director, Communications Director, Events Manager, Executive Director, Finance Director, IT Consultant, Marketing Manager, Operations Manager, Program Director, Staff Attorney
 4. Scenario 4: Advancement Director, Associate Director, Camp Director, Communications Director, Data Analyst, Education Director, Events Manager, Executive Director, Finance Director, Founder, IT Consultant, Marketing Manager, Program Director
 5. Scenario 5: Advancement Director, Associate Director, Communications Director, Education Director, Events Manager, Executive Director, Marketing Manager, Program Director
 - ii. Show each scenario on the board (suggested 5-10 minutes) and students will work together as a group to collaborate on how to handle the situation.
 - iii. After each scenario, it may be helpful to ask some questions from the “Reflect (a)” section so students can hear how other groups and career positions solved the scenario based on the careers in their group.

2. Reflect

- a. Debrief and share--ask large or small groups to share following the role play
 - i. What were some of your careers?
 - ii. What was your favorite career?
 - iii. What is unique about each career?
 - iv. Did you like the career(s) you were assigned?
 - v. What was the hardest part about the career you were assigned? (Point out that you can elevate your role within an organization)
 - vi. Did you enjoy working on a team, or would you have rather handled this situation individually?

- vii. How did you feel during the exercise? Were you confident in your career?
 - viii. Is there anything you would change?
 - ix. What strategies/actions can you take to address difficult situations?
- b. Reflect on teamwork: How did you have to work together on this? Was it easy? When we have a problem, oftentimes we try to figure it out ourselves, but it takes an entire team at a nonprofit organization to work to find a solution. Share that working in a nonprofit organization provides gratification and allows one to find a passion they are truly dedicated to (which balances out the lower pay than a corporate setting). Everyone has their own responsibilities and duties, but ultimately working for a nonprofit means working together with a team of people who share a common passion.

Accountant

Administrative
Manager

Advancement
Director

Associate Director

Camp Director

Communications
Director

<p>Job description: Supervises clerical and administrative personnel by communicating job expectations, appraising job results, and disciplining employees. Responsible for setting policies and procedures for training, recruiting, hiring, coaching, counseling, and developing staff members.</p> <p>Skills: Listening, understanding, flexibility, empathy, organized, scheduling and planning</p> <p>Examples:</p> <ul style="list-style-type: none"> • “I think a new hire will be necessary to work on that.” • “Please refer to the employee handbook.” • “Here are the expectations for your new job. Do you have any questions?” 	<p>Job description: Participates in responsible financial management according to specialized financial rules that pertain to nonprofit organizations exclusively. Responsibilities include monthly reconciliation of accounts, oversight of incoming donations, grant management, and ensuring funds are used properly.</p> <p>Skills: Attention to detail, good record-keeping skills, critical thinking, industry knowledge in accounting</p> <p>Examples:</p> <ul style="list-style-type: none"> • “Have we looked at our incoming donations?” • “By the looks of our grants, we need to find ways to receive more money.” • “I need to look into the financial rules and make sure that we are legally allowed to do that.”
<p>Job description: Assists the executive director to provide additional administrative support. Responsibilities include developing strategic plans and contributing to the implementation of the organization’s overall mission and strategy. The associate director fills the gaps that the executive director cannot perform.</p> <p>Skills: Communication, interpersonal, computer, teamwork, writing, resourcefulness, collaborative</p> <p>Examples:</p> <ul style="list-style-type: none"> • “I can work on that so (<i>Executive Director name here</i>) can put his/her focus elsewhere.” • “What else needs to be done?” • “I have a strategic plan that will help us with fundraising.” 	<p>Job description: Advances the mission of the organization by bringing in resources to fund the programs. Entails promoting, strengthening, and maintaining a brand in the community. Tasks include putting out press releases, publishing stories, grant writing, writing letters to donors, and targeting donors.</p> <p>Skills: Relationship-building, written/oral communication, financial awareness, open-minded, detail-oriented</p> <p>Examples:</p> <ul style="list-style-type: none"> • “The #1 reason people don’t give is because they are not asked.” • “We need to communicate with our donors.” • “How can we bring in more resources?” • “We need to raise number of dollars this year.”
<p>Job description: Sets and guides strategies for all communications, website, and public relations to consistently articulate the mission of the nonprofit. Creates a brand/marketing strategy to build external relationships with constituencies, including funders, media, public officials and key influencers. Responsible for managing the website.</p> <p>Skills: Independent work, leadership, entrepreneurial work ethic, prioritization, collaboration, high energy</p> <p>Examples:</p> <ul style="list-style-type: none"> • “I can post something about it on our website” • “The news would air a story on our event. I will contact Channel 9.” • “How do we want to brand our strategy?” 	<p>Job description: Establishes camps and partners with organizations to maintain lasting relationships. Coordinates and writes all curriculum for camps. Primary role is to foster friendships and encourage social/emotional learning.</p> <p>Skills: Communication, passion, flexibility, playfulness, energetic, listener, zest, proactive</p> <p>Examples:</p> <ul style="list-style-type: none"> • “How can we implement that into camp?” • “Will this lead towards the goal of our camp?” • “How should we coordinate that to parents?”

Data Analyst

Education Director

Events Manager

Executive Director

Finance Director

Founder

<p>Job description: Designs and implements educational programs directed at members of the organization or the general public. The main responsibility is to develop curriculum or content for educational programs. Requires the ability to create, schedule, prepare, and executive a diverse array of programming.</p> <p>Skills: Strong writing skills, communication, organization, networking, experience in basic technology and software</p> <p>Examples:</p> <ul style="list-style-type: none"> • “I created a new education program that will teach our staff about that.” • “Should we host a training for employees?” • “This would be a great opportunity to develop our staff and include the general public.” 	<p>Job description: Collects and performs research to provide analytical support to the organization. Responsibilities include pulling and extracting data to illustrate how the nonprofit succeeded at achieving its mission. Tools such as Microsoft PowerPoint, Microsoft Excel, and graphing models are used.</p> <p>Skills: Tech-savvy, problem-solving, accuracy and attention to detail, mathematical ability</p> <p>Examples:</p> <ul style="list-style-type: none"> • “How many people donated to us last year?” • “I will put this in a report for the board.” • “Is there any data missing?”
<p>Job description: Manage all of the departments within the nonprofit. Acts as a link between the board of directors and the rest of the organization. Focuses on growth and expansion in the future.</p> <p>Skills: Listening, empowering others, leadership, flexibility, strategic thinking</p> <p>Examples:</p> <ul style="list-style-type: none"> • “How are we going to do that?” • “How would we get this done?” • “I will have to report that to the board.” • “How is that focusing on our mission?” • “How will this affect the people we serve?” 	<p>Job description: Responsible for the management and coordination of the planning of events. Develops relationships by introducing sponsors and donors to the mission of the organization. Depending on the size of the organization, may focus on managing volunteers and keeping them excited/engaged.</p> <p>Skills: Detail-oriented, organization, coordination, ability to plan and administer multiple projects, proficiency in computer applications</p> <p>Examples:</p> <ul style="list-style-type: none"> • “I have an idea of an event we can put on.” • “What about hosting a golf outing?” • “I can get volunteers to help us out.”
<p>Job description: Has the passion, drive and ability to attract both volunteers and necessary funding to the nonprofit; the individual who started the nonprofit; serves as the face of the organization and is fundamental to the survival and success</p> <p>Skills: Humbleness, honesty, trustworthiness, passionate, inspiring, enthusiastic</p> <p>Examples:</p> <ul style="list-style-type: none"> • “I have begun a nonprofit organization and am looking for help.” • “Are you interested in volunteering at my nonprofit organization?” • “I have chosen people that I trust and share my passion with.” 	<p>Job description: Provides overall leadership, oversight and accountability for all financial functions. Responsibilities include maintaining accurate financial statements and reports and ensuring compliance with internal financial and auditing policies.</p> <p>Skills: Ability to multi-task, working under pressure, meeting deadlines, high attention to detail and accuracy</p> <p>Examples:</p> <ul style="list-style-type: none"> • “I have prepared the financial statement and it is ready for review.” • “Does anything seem to be off with our financials?”

IT Consultant

Marketing Manager

Operations Manager

Program Director

<p>Job description: Contributes to the planning and implementation of strategic and product marketing. Goals are to expand awareness, engage the public, attract new audiences, develop marketing, build market share, and generate leads in all markets. Responsible for managing local marketing initiatives.</p> <p>Skills: Communication, writing and editing, keen eye, attention to detail, creativity, ability to adapt</p> <p>Examples:</p> <ul style="list-style-type: none"> • “Let me design a flyer for our social media.” • “What colors do you think will go with this event?” • “I think we should post yard signs around the community to create public awareness.” 	<p>Job description: Responsible for implementing software solutions that power the mission of the organization and help manage donor information, market campaigns, and track fundraising data. Helps assess operations and develop strategic improvements that can boost efforts.</p> <p>Skills: Discipline, long-term vision, ability to learn, drive, curiosity, diligence, resilience, adaptability</p> <p>Examples:</p> <ul style="list-style-type: none"> • “I have a way that we can better manage donor information” • “Do you think that we need to implement a way to track fundraising data?” • “The software will be able to power our marketing campaign.”
<p>Job description: Supports all programs and partnerships that are fostered through the organization. Advances the program by expanding the organization’s reach and presence in the community. Attends regular meetings to step into any part of the organization.</p> <p>Skills: Speaking, adaptability, communication, patience, supportive, flexibility, relationship-oriented</p> <p>Examples:</p> <ul style="list-style-type: none"> • “I have a program idea in mind.” • “I am willing to adjust to develop and grow our organization.” • “How can we best support our partner organizations [and schools]?” 	<p>Job description: Responsible for all facility operations, including technology and mechanical systems. Oversees all non-programming activities to operationally support all functions of the organization.</p> <p>Skills: Time-management, multi-tasking, financial understanding, technological ability</p> <p>Examples:</p> <ul style="list-style-type: none"> • “Is that going to work operationally?” • “I don’t think that idea matches up with our operational needs.” • “There are some limitations on what we can and cannot do.” • “What if we are late to paying the landlord?”

Scenarios

1

Your team has worked on the CleanJoy fall fundraiser for 6 months. News was received that the venue has cancelled on you. The fundraiser was supposed to be a golf outing at a local course. What should you do?

2

It is January 1 and your team must plan goals and strategies for the upcoming year. 50% of donors are no longer willing to give to your organization due to lack of communication and structure. How can you fix this, so it doesn't happen again, and you can attract donors?

3

An unexpected hurricane just destroyed the CleanJoy office building. Currently, all CleanJoy employees are working from home. The Board of Directors decided that it is necessary to host an event next week to raise money to help with the damage costs. Plan the event and be sure to take into consideration the costs associated with running the event.

4

CleanJoy had a goal to raise \$15,000 this year in fundraising. Yearly totals were released, and the goal was missed by \$5,000. How do you plan for the next year to make sure CleanJoy reaches the goal?

5

CleanJoy is having trouble identifying local businesses to target to receive garbage and recycled products from. What are some opportunities for CleanJoy to expand its target base for receiving trash? Consider the mission and sustainability policies of the businesses you are looking into targeting.

