

Case Study | Non-Profit

CEO Search

The Search

The scope of this confidential search was to locate a CEO for a Western New York non-profit (\$10M budget) that is dedicated to helping disadvantaged and special needs children. Formed in 1888, the organization needed a leader that could reduce turnover, spearhead fundraising efforts, work on branding, drive cultural changes and have the ability to take the organization into the future and thereby maintain its legacy.

Our Process

As this organization was a new client to CCY, we began with an in-depth alignment process to discuss the search, determine strategy, and set realistic timing expectations. Following alignment, we executed a thorough, 'no stone unturned' research campaign to capture the full talent network. As part of our research strategy, we shared market intelligence related to compensation, experience levels, and competition. Upon completing our research, we launched a broad marketing campaign, acting as brand ambassadors for the organization to inform and attract passive candidates to the opportunity. We also leveraged our broad referral network, to cast as wide a net as possible. We quickly attracted several prospective candidates from varying backgrounds, who underwent an extensive screening process by CCY. In total, we submitted 8 pre-screened candidates for consideration. The organization selected 6 candidates for first-round interviews, narrowing the pool down to 2 finalists for second-round interviews. The client indicated either finalist would have been a great cultural fit, so the decision came down to substantive skills. The client made an offer to one of our finalists, who accepted.

Proven Results

The new CEO has successfully integrated into the organization, has increased grants by 20%, increased in-kind and donations by 40%. Fundraising efforts were over \$4.5 M in the first year. Retention of staff has reduced turnover by 25%.