

Elements of a Dynamic Nonprofit

1. Clear Mission

- Chimorel's mission is to help motivated individuals and organizations achieve goals, solve problems and enhance each nation's productivity, one life at a time.

2. Dedicated Volunteers & Staff

- Passionate Board? Regular meetings?
- Meetings chaotic? Lack agenda?
- Volunteer structure & recruitment strategy? Clear roles?
- Volunteer orientation & training?
- Evaluation of results?

3. Bold, Innovative, Responsive, Responsible Leadership

- Creative, respected Director?
- Board buy in, role clarity, preparation for roles?
- Everyone involved in decision making?

4. Authentic Stakeholder Involvement

- Customers identified? Customers involved?
- Business & community partners involved?
- Ongoing stakeholder involvement?

5. Adaptable Proactive Organization – meets internal & external change effectively

- Focused on objectives?
- Clarity & understanding of objectives?
- Board actively involved in meeting objectives?
- Able to meet change effectively?

6. Expand Revenue & Relationship Generating Opportunities

- Board giving? Memberships? Special events?
- Corporate cultivation & proposals?
- Major gift campaigns? Stakeholder giving?
- Foundations? Endowments?

7. Fund Raising & Financial Stewardship

- Follow accepted accounting standards? Annual audit?
- Short and long term funding plan and strategy?
- Written & graphic materials?
- Budget formation process with board oversight?

8. Establish Brand Identity

- Conduct full market review?
- Focus on unique programs?
- Develop noticeable brand?

9. Strong Community Presence

- System to inform community about Chimorel?
- Method to respond to inquiries in a timely/respectful manner?
- Actively involved with other organizations and boards?
- Develop excitement about Chimorel by those who do not know us?
- Ongoing external marketing program – advertising, partnerships, membership drives, publications, etc?
- Chimorel brought to attention of decision makers?

10. Cooperative Efforts with Other Organizations

- Active interaction with other organizations?
- Build partnerships with many organizations?
- Ongoing program & revenue generating activities with other organizations?

11. Market Place Dominance

- Market clearly defined?
- Plan to dominate market?
- Articulate what makes Chimorel unique?

12. Up to Date Technology

- Computer capacity? Website? Phone lines?
- Additional technology elements identified and developed?

13. Organization

- Documentation to comply with local, state, federal requirements?
- Strategic plan in place and implemented?
- Outcome & evaluation process/procedures?
- Public relations materials?
- Community needs assessment?
- Long range financial plans?
- Agency organizational chart?
- Board organization?

Our thanks go to Chuck Wolfe, a nonprofit consultant we have worked with, for providing the background for these elements. Can you help us measure up?