

ARE YOU READY TO MAXIMIZE YOUR ORGANIZATION'S IMPACT?

COMPLETE THIS 10 QUESTION QUIZ TO IDENTIFY YOUR STRENGTHS AS WELL AS AREAS TO PRIORITIZE NEXT.

STRATEGIC PLAN

- We have a strategic plan with clear metrics and regularly review our progress. | *3 points*
- We know what we want to do and feel like we are making progress, but we don't have it on paper and don't know how to evaluate our effectiveness. | *2 points*
- We don't have a plan and don't know what to focus on first. | *1 point*

BOARD OF DIRECTORS

- Our Board reflects the membership of the organization and each individual is highly engaged. Board members attend Board orientation each year, have clearly defined roles and terms, and consistently contribute to the overall vision by keeping the organization focused on the future. | *3 points*
- The Board assists in creating goals and helps when asked. We need to empower them more. | *2 points*
- We have a Board, but they do not consistently attend meetings and rarely agree on what to do. | *1 point*

OPERATING BUDGET

- Our budget development process is clear and includes key stakeholders. The budget aligns with our strategic plan and reflects the realistic needs to operate and accomplish our goals. | *3 points*
- We have an operating budget based on what we accomplished the previous year. | *2 points*
- We don't have a budget process that aligns with strategic goals and want to be more intentional about our financials. | *1 point*

LONG-TERM FINANCIAL GOALS

- We have reserves and/or investments for at least six months operating expenses to protect the financial security and viability of the organization. | *3 points*
- We have budgeted to start a reserves fund to be prepared for future needs. | *2 points*
- Reserves? Investments? We can barely achieve our budget needs. | *1 point*

MARKETING

- Our organization has a robust, data-driven marketing plan to support the organization's goals, enhance membership recruitment and retention efforts, and reinforce the value proposition. | *3 points*
- We use email and social media to communicate with members and prospects. We would like to develop a plan to streamline communications and experiment with using new approaches. | *2 points*
- We use email to notify members of upcoming events or to renew their membership. | *1 point*

MEMBERSHIP GROWTH

- We have experienced exponential growth over the last few years. | *3 points*
- Our membership numbers have remained the same. | *2 points*
- Our membership is inconsistent or decreasing. | *1 point*

MEMBERSHIP EXPERIENCE

- We segment our members based on member demographics and needs to provide unique, personalized experiences to each. We consistently review the member experience to find new ways to engage members in the membership lifecycle. | *3 points*
- We provide special opportunities and/or incentives to new or returning members, but otherwise the overall experience is similar for everyone. | *2 points*
- Everyone receives the same experience with no personalization. | *1 point*

VOLUNTEER ENGAGEMENT

- We are able to attract and retain effective volunteers to maximize the capacity of the organization. We have a volunteer onboarding process and programs to develop their leadership skills. | *3 points*
- We ask for volunteers and receive participation, but have trouble retaining and maximizing their effectiveness. | *2 points*
- We struggle to find volunteers, and do not have a system in place to engage members to become volunteers. People help when we ask, but don't truly understand all we need them to do. | *1 point*

OPERATIONS

- Our operations and activities are aligned with our strategic plan via project plans. We have clear processes and procedures for our technology tools to ensure a seamless member experience. | *3 points*
- We use software in our operations to help with productivity, but not to its full potential. | *2 points*
- We struggle to implement efficient processes and tools in our operations. | *1 point*

STAFF MANAGEMENT

- Staff have detailed job descriptions and goals to help us reach our mission. They are clear on what needs to be accomplished and work well with members and volunteers. | *3 points*
- We need more structure to support our staff. We are trying to be more organized but sometimes still miss the mark and want to help them be more efficient. | *2 points*
- Our staff are overwhelmed. We need help clearly defining roles to identify areas where additional resources may be needed. | *1 point*

HOW'D YOU DO?

26 – 30 POINTS

You've been hitting your goals and are setting the organization up for long-term success. Keep refining your strategy and operations to ensure growth and stability, then focus on scalability of your major revenue streams and programs. You should also select a focus area where you want to be innovative and try something new.

Engage Nova Strategies to help you create a plan to scale the organization. We'll focus on growing and diversifying your revenue streams, membership, and key programs to position your organization and members as greater influences in their communities and industries.

21 – 25 POINTS

The organization is built on a solid foundation as you've mastered many of the focus areas. There may be a few areas where you'd still like to see improvement, so pick two with the lowest scores and brainstorm ways to move the needle forward with your Board and staff.

Engage Nova Strategies to show you how to streamline operations and simplify your processes. This will free up staff and volunteer time to focus on larger projects within your strategic plan.

15 – 20 POINTS

The team has been working to grow the organization, but you feel like you are stuck doing the same things and you're trying to find clarity in the chaos. Your desire is to help more people and to do that you must streamline operations and maximize the productivity of staff and volunteers.

Focus your efforts on optimizing your current operations, then revisit your strategy. This will help you stabilize to build a stronger foundation for the organization. Review all processes, policies, and tools. Don't have processes or policies and procedures? Create them now to enhance the member experience. Laying this groundwork will help you grow!

Engage Nova Strategies to manage an operational assessment. An assessment provides insights into how the organization is operating. The result is a plan for growth areas with best practices and actionable steps for implementation. Let's discuss your strategic plan and ensure your operations are aligned to hit your goals quickly.

UNDER 15 POINTS

It can be frustrating to feel like you have so much to do and not enough resources. Maybe you've experienced turnover of staff and volunteers or things have simply been disorganized for too long. Take heart | you can still make a significant impact!

The key is to take things slow and focus your efforts on one area from the above. Think about one thing you could do to improve the organization, gather input from stakeholders, and write out a step-by-step plan on how you'll do it. Start small and try not to get overwhelmed. As you build on your momentum, add a second item to improve. A good goal is to pick three or four small things to change throughout the year. It will take time, but you can do it!

Engage Nova Strategies to work alongside you to prioritize tasks and create an action plan. It can be difficult to decide what to work on next when you are overwhelmed. Allow us to guide you in developing a plan to stabilize, grow, and thrive.

NOW WHAT?

It's clear you are looking to take your organization to the next level and it's our intention to help you make steps toward that. The key to success is an action plan, so we guide associations and nonprofits in defining their strategy and optimizing their operations to more effectively engage members and volunteers.

We provide a clear plan to help you achieve your goals and maximize your organization's impact.

We want to hear about your pain points and aspirations for the organization, then we will recommend next steps to help you move forward.

This is for you if you:

- ✓ Feel overwhelmed and overworked
- ✓ Need support in developing a strategy
- ✓ Want to quickly achieve your goals
- ✓ Desire to move the organization forward
- ✓ Have ideas but need help deciding where to start
- ✓ Wonder if you are focused on the right thing

Here's how it works:



We care about your impact. We understand how it feels to work hard to try to make a difference in this world. We've helped clients achieve their goals and we'd be delighted to help you, too.

[SCHEDULE A CALL NOW](#)