

The Fundamentals of Success

A Deeper Dive Into Step 2 of A New Nonprofit's 9 Step Guide to a Successful Nonprofit

www.mathisnps.com/9Steps

Hi! I'm Alesha!

- I teach new and small passionate nonprofit leaders who want to make a difference in the world around them how to raise the money they need to fund their mission.
- Serving folks like you, I provide the tools you need to get exactly what you want: a successful nonprofit that transforms lives.
- I have served the nonprofit world for over 10 years in administration, development, and leadership.
- I Believe...Nonprofits should operate as a passionate business, never losing focus of the compassion they have for the people they serve. And they should be empowered to do so, using low-cost & no-cost fundraising and marketing techniques to skyrocket their impact.

- You can learn more at www.mathisnps.com



Think of a Tree

- It has roots.
- It has a trunk.
- It has branches and leaves.
- If it's a fruit tree, it produces fruits.

○ The roots are where it all begins and ends. The trunk focuses the resources for a common goal- grow and produce. The branches, leaves, and fruit are the visible impact the roots and trunk have on its environment.



Now Let's Talk...

About How the Tree
Relates to the
Fundamentals of
Success to Your
Nonprofit

Let's Start with the Roots

Your Roots are your

- Mission
- Vision
- Values



Mission

Your organizational mission statement is a deeply held, common understanding of who you are as an organization, what you're here to do in the world, and why that work is important.

Your Mission Should Answer the Following Questions



· WHO ARE WE? WHY DO WE EXIST?



· WHAT DO WE DO BEST?



· WHO DO WE SERVE?



· WHAT ARE OUR UNIQUE CONTRIBUTIONS TO THE WORLD?

Your Mission Should Be

- Clear
- Concise
- Marketable

My Favorite Mission Statement

In response to Christ and the Church, the mission of The Methodist Home for Children and Youth is to be a model agency that restores childhoods, strengthens families and cultivates a people-building organization.

Why?

In response to Christ and the Church,

**restores childhoods,
strengthens families and
cultivates a people-
building organization.**

In response to Christ and the Church, the mission of The Methodist Home for Children and Youth is to be a model agency that restores childhoods, strengthens families and cultivates a people-building organization.



It is clear- you know immediately it's a faith-based organization and the areas it focuses on.



It's concise- direct and to the point. It doesn't ramble.



Marketable- every program falls into one of the three focus areas:

- Restoring childhoods
- Strengthening families
- Cultivating a people-building organization

Vision

Vision, by definition, is an unseen future reality. Make your vision concrete, specific, and inviting, and others will join you in making it a reality. –Michael Hyatt

Vision Must Answer These Questions

- Where do we see ourselves in five years? Ten years? Fifty years?
- If we were doing exactly what we are meant to do in exactly the right way, what would we be doing, and how?

Values

Your Values are the things you hold dear at the heart of your organization.

Your Values Should Answer

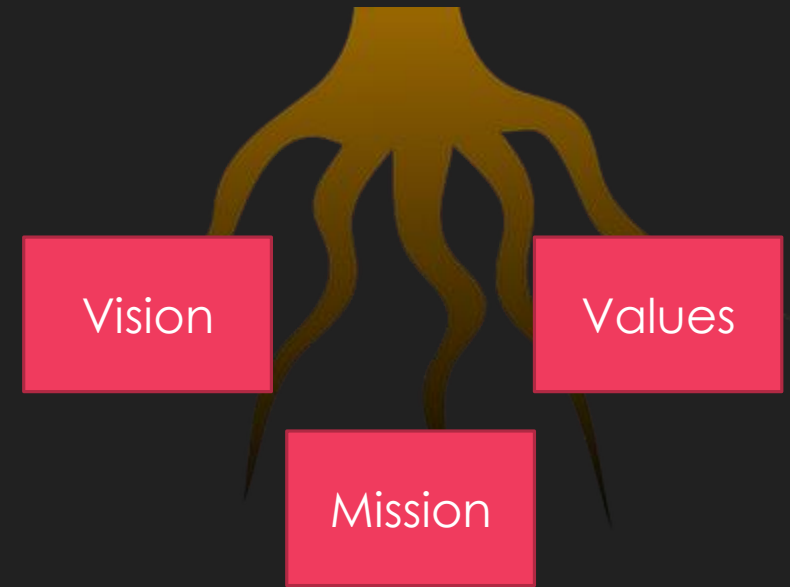
What's important to us about the way we:

- Serve our clients and constituents?
- Work with other community members?
- Work with our colleagues and staff?
- Present ourselves to the world at large?

Connect the Dots

Going Back to Our Tree and Its Roots...

Your Mission, Vision, and Values are the fundamental “roots” of your organization. Everything comes from them and aligns with them.





Moving On to the Trunk...

Your Strategic Plan and Organizational Goals

The Trunk...

...focuses the resources for a common goal- grow and produce.

ORGANIZATIONAL GOALS AND OBJECTIVES QUESTIONS TO ANSWER



What are our long-term goals and objectives for the organization as a whole?



Do these goals and objectives grow naturally from and support our mission, vision and values?



How do these overall goals and objectives help us determine what activities, projects, and services we should be undertaking?

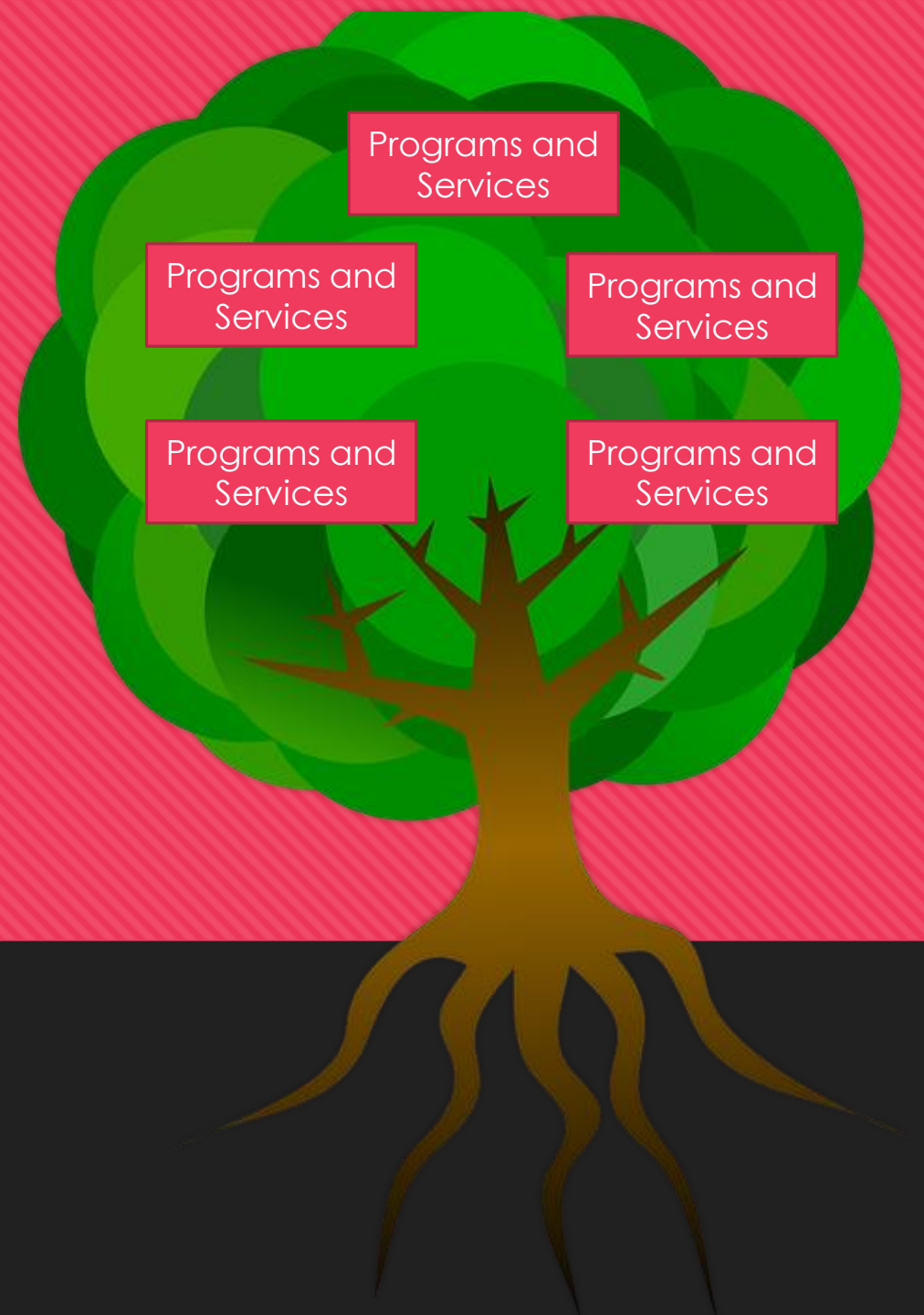
Why Focus Your Effort?

- You say yes to the things that move you forward.
- You use resources wisely.
- You stay true to your why and help those you are meant to help.
- You find clarity.



Programs and Services

The Branches, Leaves, and Fruit



Programs and Services Are...

How you bring your roots
and your trunk to life.

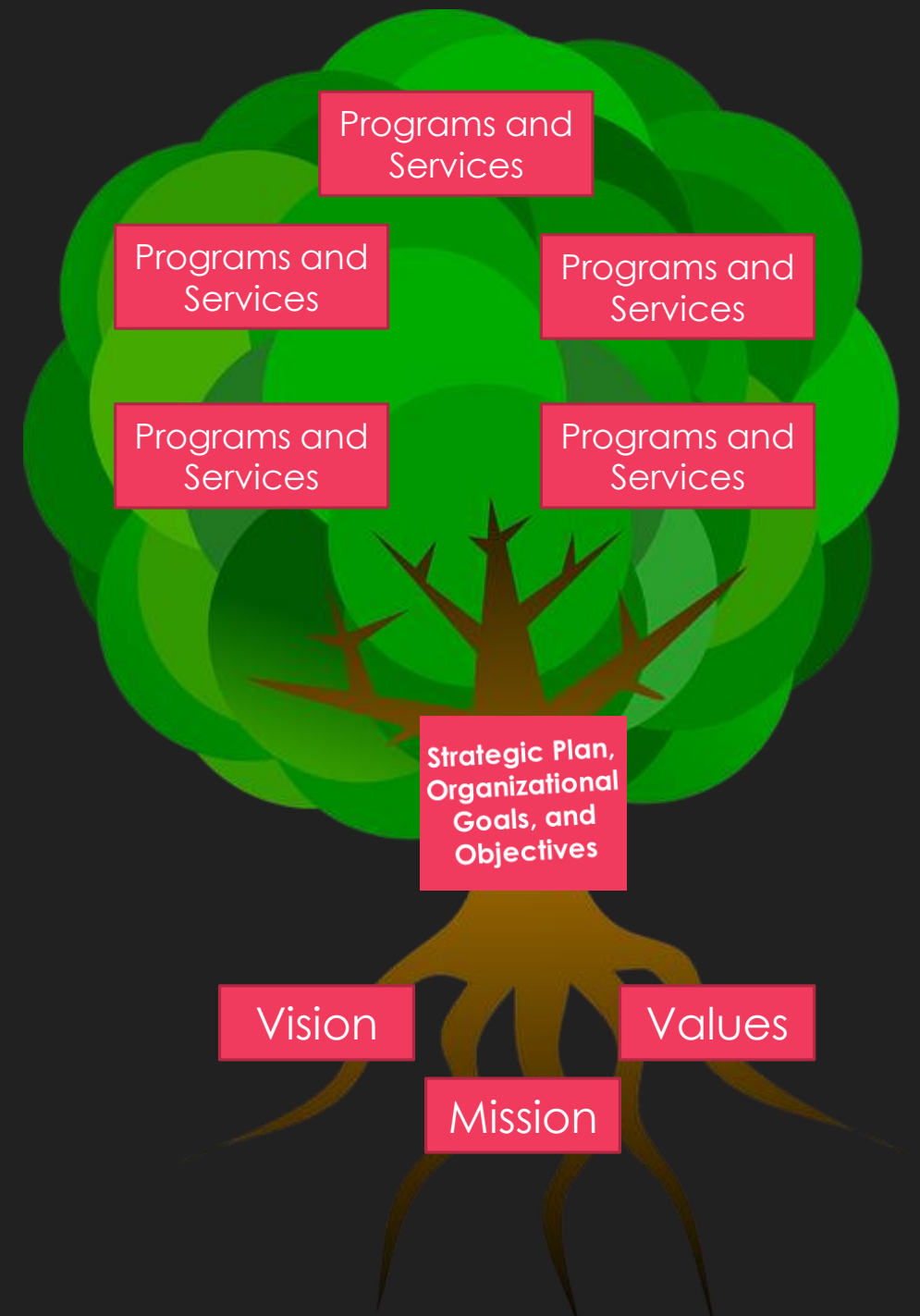
Programs and services all stem from and align with your mission.

If a program idea can't fall obviously into your mission statement and doesn't align with your values, vision, and strategic plan, you have two choices:

1. Change the program to fit or
2. Walk Away

When All of These are in Alignment...

You get more donors, grants, and transform more lives.



Questions?