

PRESENTORS



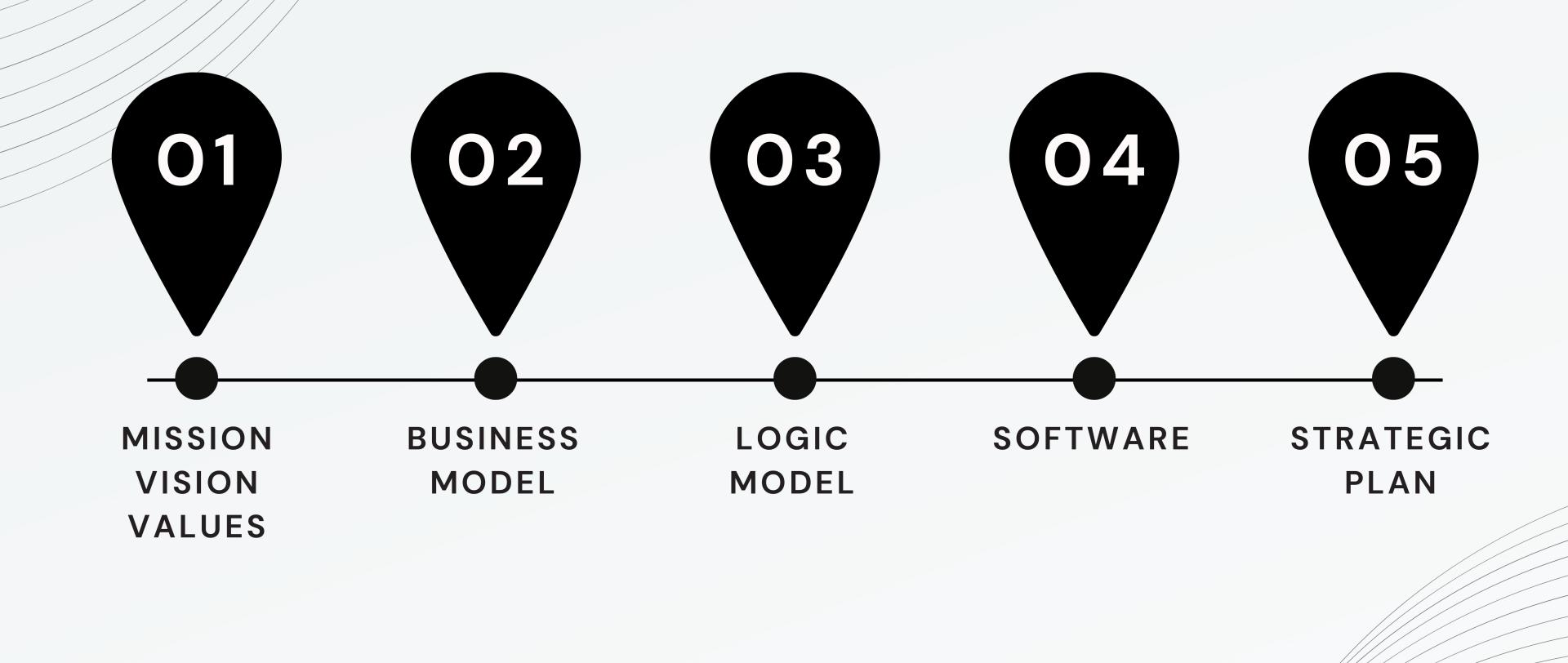
Established in 2014 to strengthen the nonprofit sector through:

- Training
- Resources
- Community
- Advocacy

A collective voice empowering human service organizations through advocacy, engagement, and education while positioning each member organization to perform and serve at its highest capacity.

UPHS







Mission, Vision, Values

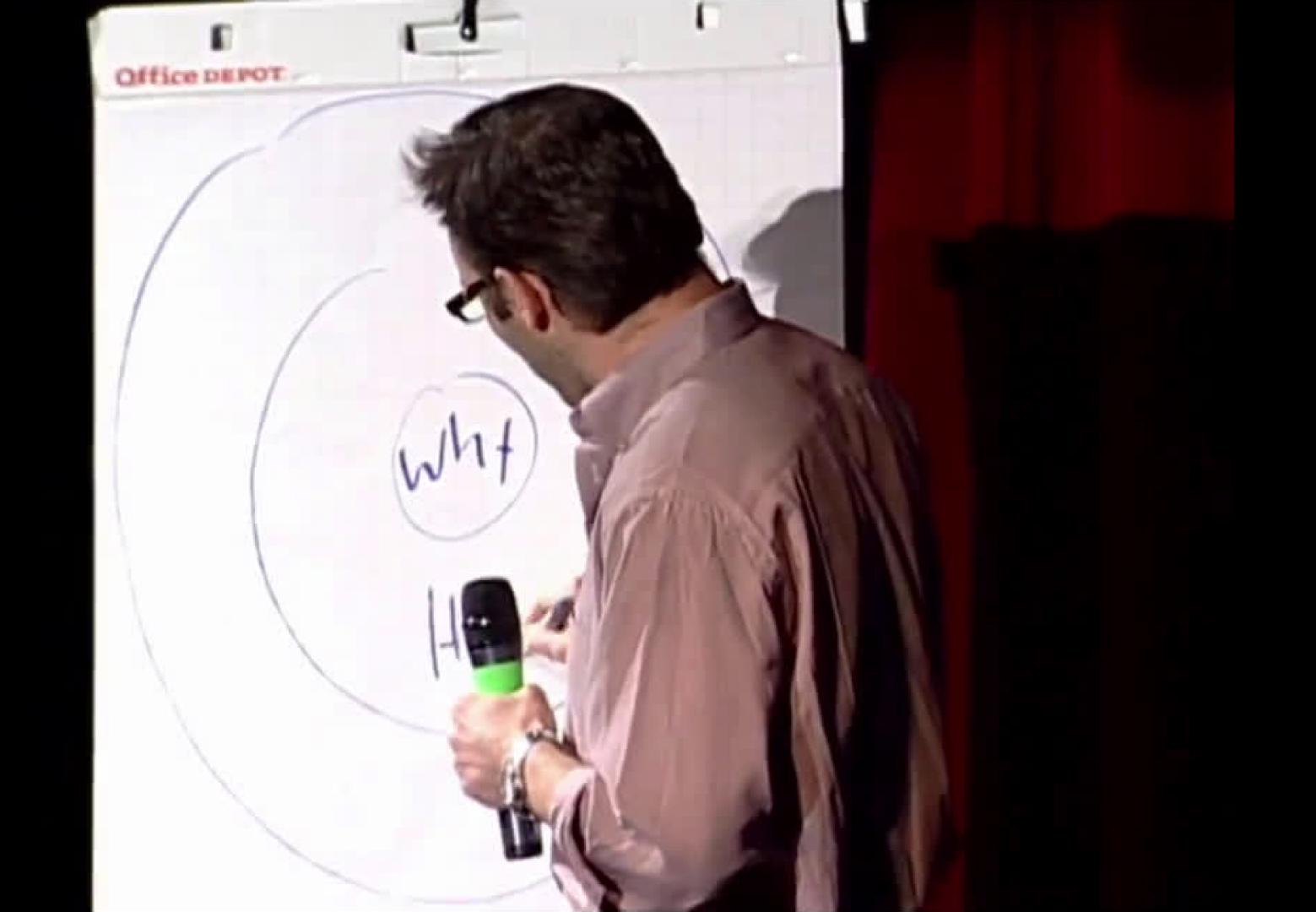
•Vision (WHY)

Values (HOW)

Mission (WHAT)

Simon Sinek's Golden Circle





BUSINESS MODEL



One-Time

REVENUE



Variable

COST TO DELIVER

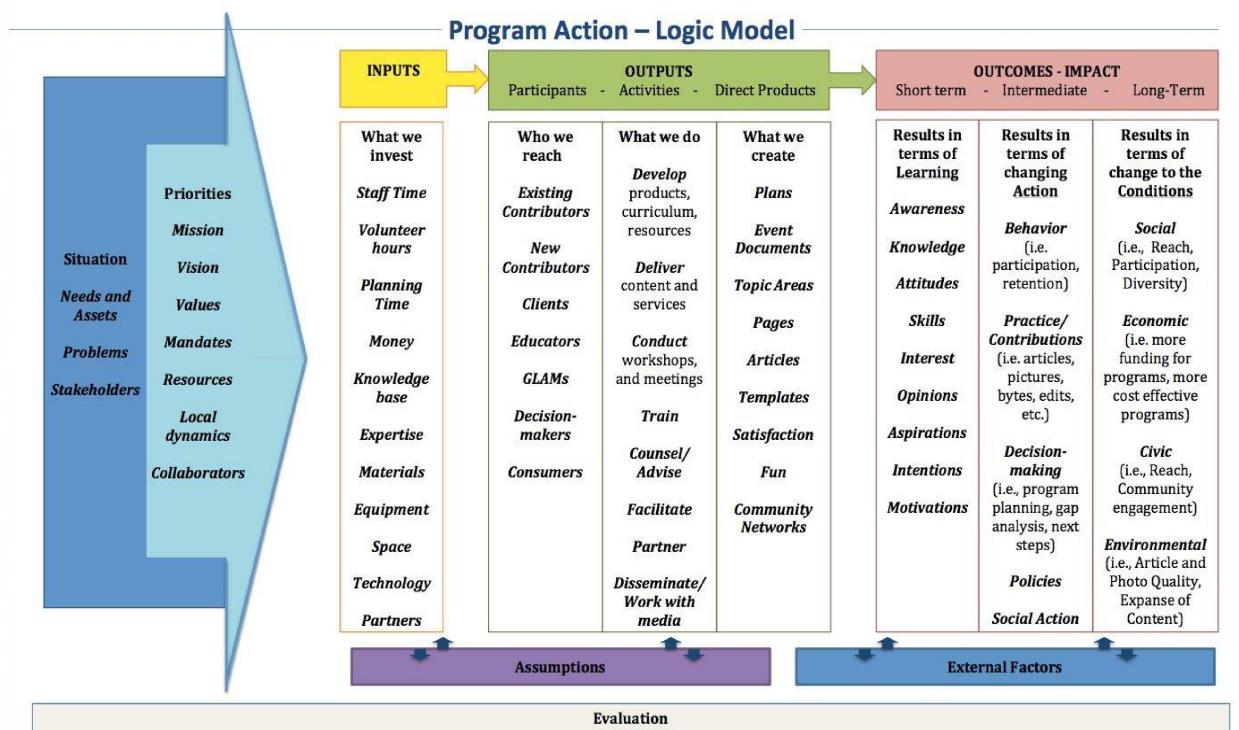
• Time

• Ads

CUSTOMER AQUSITION

The Logic Model

Incorporating strategic planning with the logic model.



Identification - Design - Implementation - Completion/Follow-up

Logic Model adapted and modified from UW Extension (2003). Program Development and Evaluation Logic Model. Available at: http://www.uwex.edu/ces/pdande/evaluation/pdf/LMfront.pdf (Retrieved 6/22/2013)



Outcomes

Outcomes are the effect your organization is trying to create because of the outputs and activities. It is often a short- or intermediateterm goal when related to your mission statement.





Outcomes-Impact – Long Term



Social



Economic



Civic



Environmental



Outcomes-Impact – Intermediate



Behavior



Practice



Decision-making



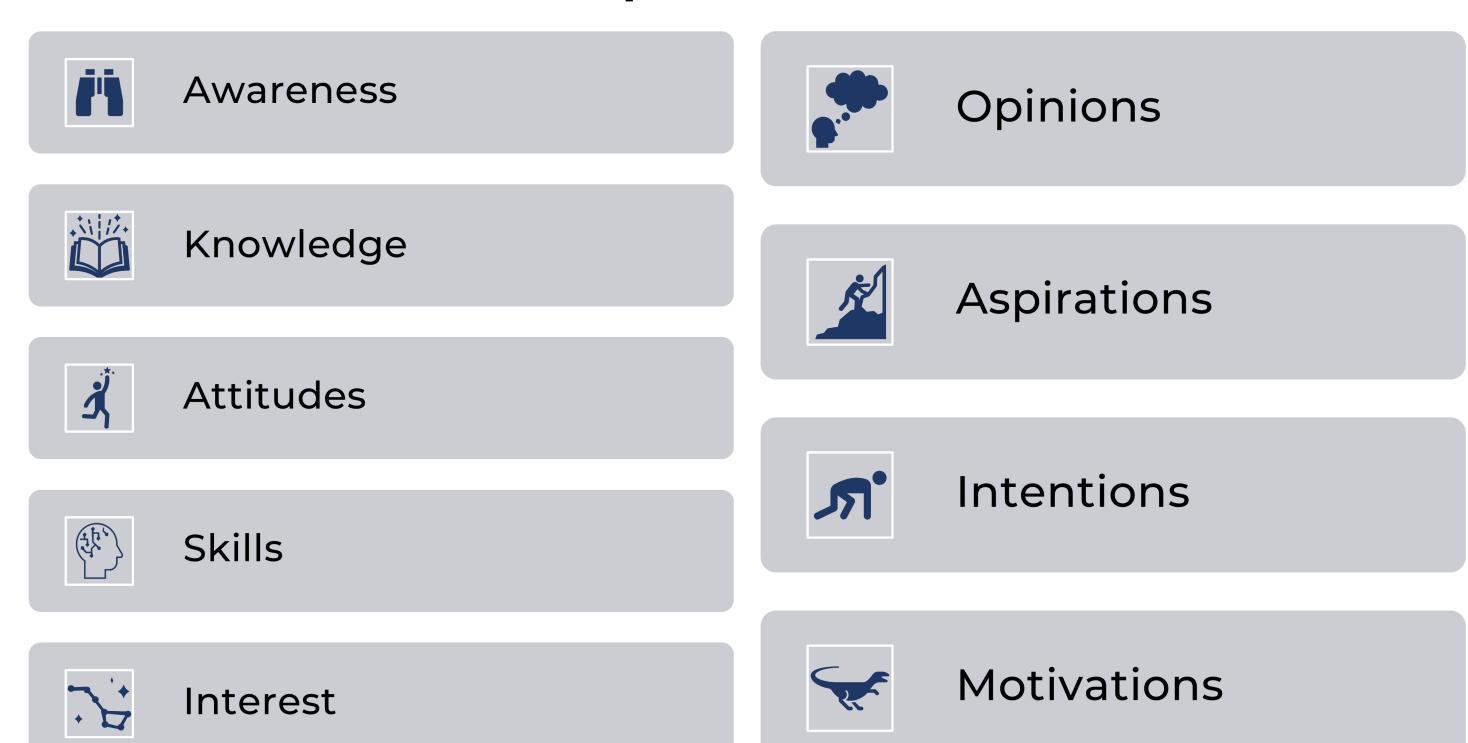
Policies



Social Action



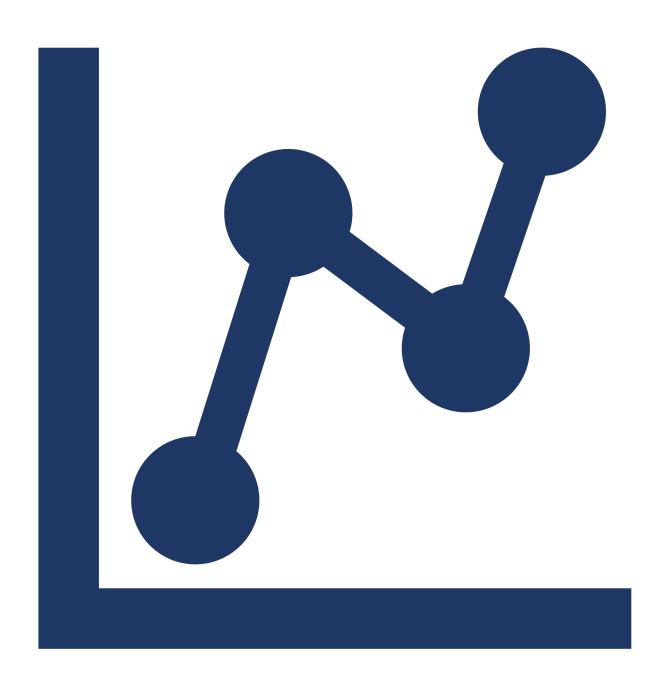
Outcomes-Impact – Short Term





Outputs

Outputs are the metrics used to quantify the activities, participation, and access to your programs.



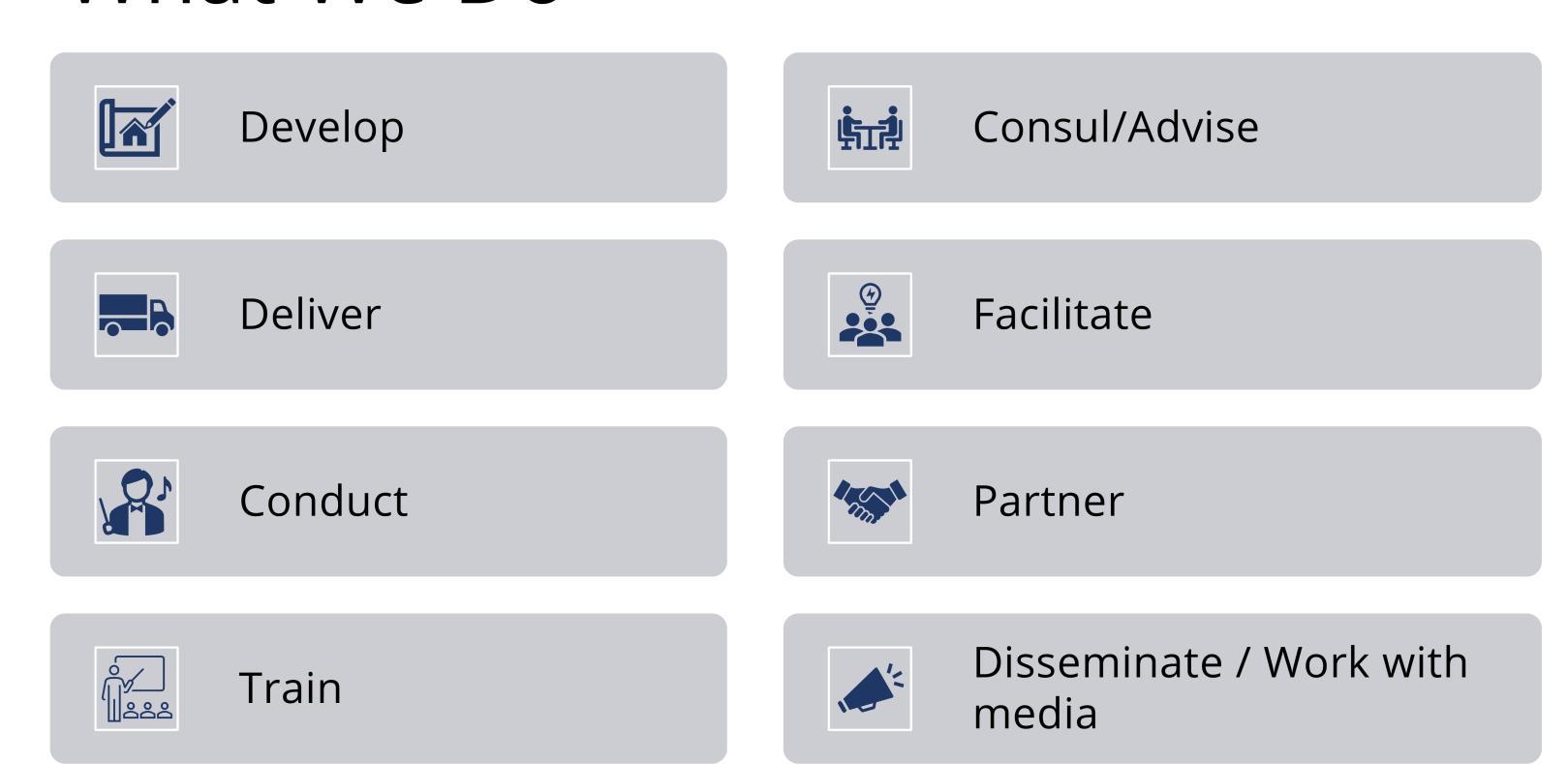


Outputs – Direct Products – What We Create





Outputs – Activities – What We Do





Outputs – Participants Who We Reach



Existing contributors



New Contributors



Clients



Educators



Decision-Makers



Consumers



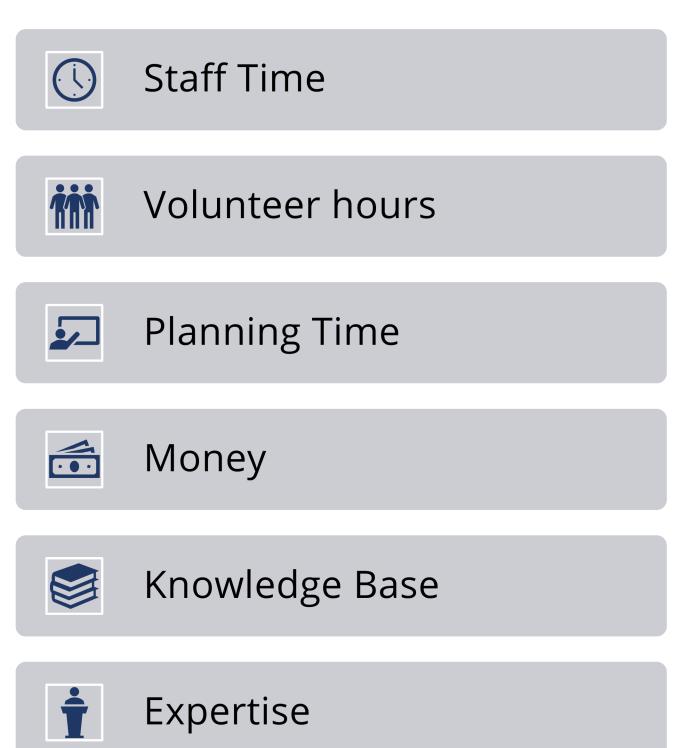
Outputs

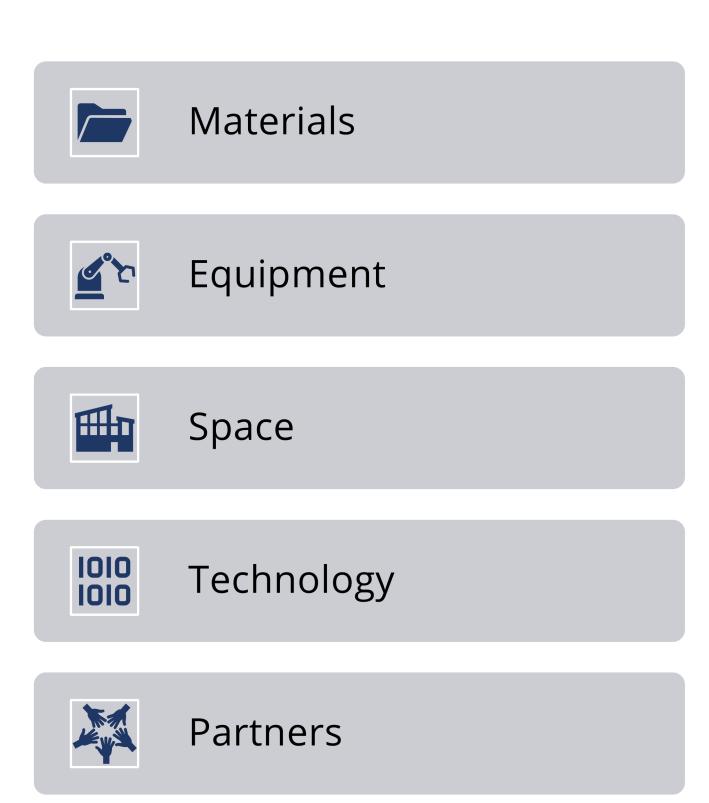
Outputs are the metrics used to quantify the activities, participation, and access to your programs.



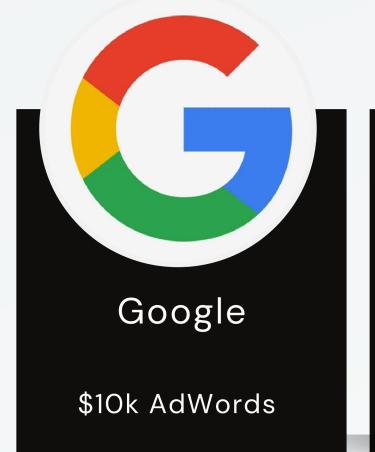


Inputs



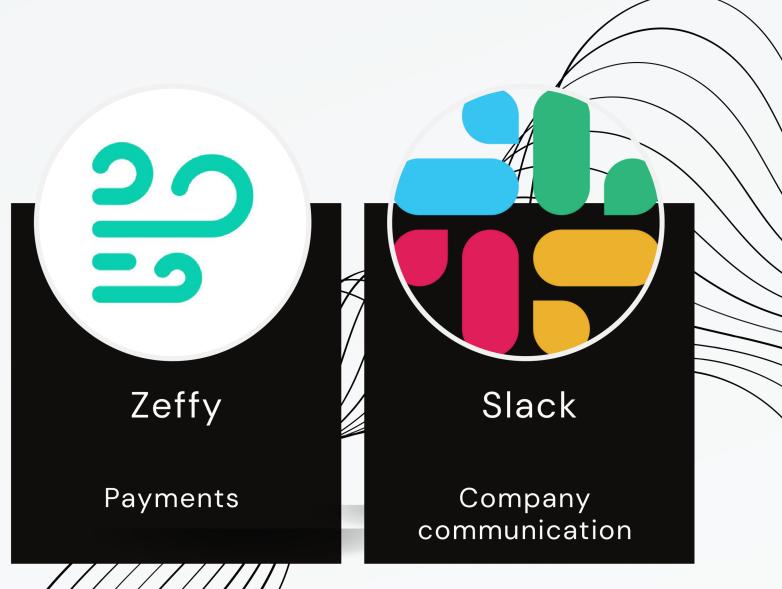


SOFTWARE











GOOGLE



Attract donors, raise awareness for your organization, and recruit volunteers with in-kind advertising on Google Search.

GOOGLE AD GRANTS



Unlock the power of video storytelling, so you can reach a global audience and amplify your cause. Plus, make it easy for supporters to give with YouTube Giving features.

YOUTUBE NONPROFIT PROGRAM



Help your nonprofit
collaborate more effectively
with smart, secure business
apps like Gmail, Docs,
Calendar, Drive, and Google
Meet, so you can focus on
what matters.

GOOGLE WORKSPACE



MICROSOFT



Microsoft 365 with Microsoft
Teams can help your
nonprofit improve
cybersecurity, reduce costs,
and empower staff and
volunteers to work from
anywhere.

MICROSOFT 365
BUSINESS PREMIUM



Ensure your employees are equipped with the digital skills to make the most of your technology.

TRAINING

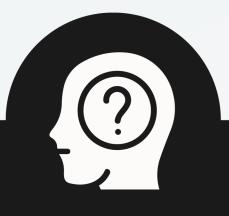


Microsoft representatives can help you find the right products and answer questions about eligibility and technical support.

SUPPORT



MONDAY.COM



Get your entire organization on board instantly with monday.com's highly intuitive and visual platform. Tap into best practices, community resources, and responsive customer service.

NO TECH EXPERIENCE
REQUIRED



Easily see the big picture and stay on top of every task, project, and operation.

PLAN, TRACK, AND MEASURE YOUR NONPROFIT EFFORTS



Tag teammates, stakeholders, and external guests, comment to align everyone on common goals.

VISIBILITY ACROSS
YOUR ORGANIZATION



ZEFFY



Zeffy is the only fundraising platform for nonprofits that is 100% free. With Zeffy, you receive every dollar your donors pledge.

FREE



- Online donations
- Event ticketing
- Memberships
- P2P Campaigns

MULTIBLE SOLUTIONS



At the payment confirmation step, donors have the option (but are never obliged) to contribute to Zeffy.

VOLUNTARY CONTRIBUTION



SLACK



Replace the impromptu
meetings from your office, with
unlimited live, voice-first
huddles in a channel or direct
message.

TALK IT OUT AS A TEAM



Bring communication out of inboxes and Slack Connect channels, where you can work quickly and securely with outside organizations.

COLLABORATE WITH OTHER COMPANIES



Integrate Slack with your favorite apps to bring all your work into one place — your team won't miss a beat (and it's all searchable, too).

INTEGRATION



Strategic Plan



Mission, Vision, Values



Key Performance Indicators (KPIs)



SWOT Analysis



Monitoring and Evaluation:



Strategic Goals



Strategies and Action Plan



Stakeholder Engagement

Let's Connect













Robert Blacklidge Robert@myinie.org