5 THINGS YOU NEED TO KNOW YESTERDAY TO GROW YOUR ORGANIZATION
INIE

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

United Partners for Human Services
The Power of the Collective
Mission, Vision, Values

• Vision (WHY)

• Values (HOW)

• Mission (WHAT)

• Simon Sinek’s Golden Circle
BUSINESS MODEL

- Recurring
- One-Time

REVENUE

- Fixed
- Variable

COST TO DELIVER

- Time
- Ads

CUSTOMER AQUISITION
The Logic Model

Incorporating strategic planning with the logic model.
Outcomes

Outcomes are the effect your organization is trying to create because of the outputs and activities. It is often a short- or intermediate-term goal when related to your mission statement.
Outcomes - Impact – Long Term

Social
Economic
Civic
Environmental
<table>
<thead>
<tr>
<th>Category</th>
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</thead>
<tbody>
<tr>
<td>Behavior</td>
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<tr>
<td>Practice</td>
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<tr>
<td>Decision-making</td>
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<td>Policies</td>
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<tr>
<td>Social Action</td>
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</tbody>
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Outcomes - Impact – Short Term

- Awareness
- Knowledge
- Attitudes
- Skills
- Interest
- Opinions
- Aspirations
- Intentions
- Motivations
Outputs

Outputs are the metrics used to quantify the activities, participation, and access to your programs.
Outputs – Direct Products – What We Create

- Plans
- Event Documents
- Topic Areas
- Pages
- Articles
- Templates
- Satisfaction
- Fun
- Community Networks
Outputs – Activities – What We Do

- Develop
- Deliver
- Conduct
- Train
- Consul/Advise
- Facilitate
- Partner
- Disseminate / Work with media
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

- Staff Time
- Volunteer hours
- Planning Time
- Money
- Knowledge Base
- Expertise
- Materials
- Equipment
- Space
- Technology
- Partners
SOFTWARE

- Google
  - $10k AdWords

- Microsoft
  - Suite of products

- Monday.com
  - Project Management

- Zeffy
  - Payments

- Slack
  - Company communication
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 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
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
Zeppy is the only fundraising platform for nonprofits that is 100% free. With Zeppy, you receive every dollar your donors pledge.

FREE

- Online donations
- Event ticketing
- Memberships
- P2P Campaigns

MULTIPLE SOLUTIONS

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

VOLUNTARY CONTRIBUTION
SLACK

Talk It Out as a Team

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

Collaborate with Other Companies

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

Integration

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).
Strategic Plan

- Mission, Vision, Values
- SWOT Analysis
- Strategic Goals
- Strategies and Action Plan

- Key Performance Indicators (KPIs)
- Monitoring and Evaluation:
- Stakeholder Engagement