Careers in Nonprofits
Graduate Student and Postdoc “Summer Camp”
Day 2: Program Planning
University Community Service Center
UChicagoGRAD
...lots of hands
...really...a lot of hands.
Campaign vs. Program
Programs: the Delivery of Services to Audiences
What Can Programs Do?

- Effective programs can:
  - Advance mission
  - Meet interim goals
  - Help (new) clients
  - Clarify staff roles
  - Engage volunteers
  - Attract funding
  - Advance brand

- Ineffective programs can:
  - Complicate delivery of services
  - Dilute the mission
  - Confuse clients, staff, and potential volunteers
  - Deter funding by suggesting lack of clarity
  - Dilute brand
Step I: Planning
Mission Control (and Fit)

- Mission statements are bite-sized thesis statements that, at their best, call to mind the services provided by a nonprofit

  - To create content that educates, informs and inspires.
  - To build healthier lives, free of cardiovascular diseases and stroke.
  - [This Organization] prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.
  - We’re fighting every minute of every day to finish what we started and achieve our vision of a world without breast cancer.
  - To work in partnership with member stations to create a more informed public – one challenged and invigorated by a deeper understanding and appreciation of events, ideas and cultures.
Strategy

"strategy"
Strategy

- **DESIRED OUTCOMES**: broad themes
- **GOALS**: specific targets to meet
- **OBJECTIVES**: interim targets
- **FUNDING**: determining/gaining support
- **METRICS**: measuring impact / starting again
Buy-in From Stakeholders
Buy-in From Stakeholders

CLIENTS
- Best understanding of issue (move toward capacity-building—rather than needs assessment)
- Influence on process
- (Hopefully) good at communicating directly with clients

STAFF
- Best understanding of capacities
- Influence on execution
- (Hopefully) good at communicating directly with clients

BOARD
- Best understanding of mission
- Influence on structure/oversight
- (Hopefully) good at fundraising and building credibility
Part II: Execution
Execution

Careers in Nonprofits
Part of Graduate Student and Postdoc “Summer Camp”

Presented by:
The University Community Service Center and Graduate Student Affairs

Guest speakers from The United Way, Office of Civic Engagement, Spudnik Press, UChicago Writing Center, and more.

August 18 – 22 (10AM – Noon each session)
Attendance is encouraged, but not required each day.

(Not) all About the Benjamins
Execution

- **BUDGET**: managing money
- **SEGMENT**: communicating to target
- **STAFFING**: incl. recruiting volunteers
- **COMMUNICATIONS**: leveraging networks
- **METRICS**: measuring impact / starting again
Part III: Evaluating Impact
Evaluating Impact

- FOCUS-GROUPS
- STAFF INPUT
- MEASURING AGAINST STATED GOALS
- PILOT PROGRAM RESULTS
- ANNUAL SURVEYS / EVALUATIONS
- MEDIA EXPOSURE, WEB TRAFFIC, SOCIAL NETWORK ENGAGEMENT
Case Study: Workshop and Conversation
Questions?
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