NON PROFIT BOARD SKILLS ASSESSMENT

SKILL

Qualities

Leadership abilities/motivator

Willingness to work/availability/active participation

Passion for mission

Personal connection with organization

PERSONAL STYLE

Consensus builder

Good communicator

Strategic thinker

Visionary

Bridge builder

Organizer

AREAS OF EXPERTISE

Administration

Management

Entrepreneurship

Financial Management

Accounting

Adult Learning/Education

Law

Marketing/Public Relations

Human Resources

Strategic planning

Knowledge of supporters/members

Fund raising

IT

Managing volunteers

Project and program management

COMMITMENT

Number of years on board

Hours to give

COMMUNITY CONNECTIONS

Similar organizations

Corporations

Education

Media

Social action

Philanthropy

Small and Medium businesses

Social services

Tom Leonhardt

PROGRAM EVALUATION AND DECISION MATRIX

PROGRAMS→	Program 1 (for example a 5K march)	Program 2	Program 3		
CRITERIA ↓					
Contributes directly to the achievement of our mission					
Increases the organization's visibility in the community					
Uses current staffing structure effectively and efficiently					
Contributes financially to our bottom line					

The above can be used objectively (assigning 3,2,1 or 0) or subjectively.

The matrix can be used:

*To make sure a new program idea "fits" into the organization's mission, structure, bandwidth....

*To evaluate current programs to make sure they're still relevant and if not,

*How to tweak current programs (if found lacking) so they better meet our criteria.

*To open the "how" discussion.

CALCULATING THE RETURN ON INVESTMENT FOR NON-PROFIT PROGRAMS

(Income generated from X program) minus (Institutional cost: hours, materials, etc.) = Profit or loss

For example, a program generates $5000 in revenue. The organization's staff estimates "costs" at 50 person hours @ $15 per hour plus $200 in materials and added $150 in miscellaneous expenses. Total income generated minus expenses = $3900 in "profit".

Dividing to find the ROI, it appears that the organization realized a 78% return.

The operative question, "What return do you consider worthwhile?"