The Change We Seek

Theory of Change

Cause Effective strengthens a nonprofit’s people, culture, and systems to enable greater mission impact.

We employ a variety of strategies to help nonprofits learn, implement and sustain new approaches to fundraising and board engagement.

Result:
NYC nonprofits achieve their missions with more resources to fuel their growth.

Assessment/Planning
WHAT
- Surveys/Interviews/Brainstorming
- Observation
- Analysis
- Written Reports/Plans
- Debrief/Customized Action Plan
HOW
- Elicits trust through careful listening
- Uncovers implicit knowledge leading to accurate diagnosis
- Reveals hidden assets

Training
WHAT
- Public Workshop
- Peer Exchange
- Board or Staff Training
HOW
- Imparts knowledge
- Organizes material for easier absorption
- Builds team coherence and functionality

Coaching
WHAT
- Personal Guidance: Board members, Executive Directors, Development Directors
- Create and edit communications/materials
- Role play and modeling behavior
HOW
- Facilitates, encourages and prioritizes accountable action plan
- Creates space for reflective learning
- Addresses inhibitions, builds esteem, and shifts organizational relationships

Publications/Materials
WHAT
- Blog/E-newsletter
- Website
- Articles/Book
- Tip Sheets, Tools & Templates
HOW
- Imparts on-demand/timely knowledge
- Provides shortcuts to best-practice functioning
- Offers credible, sharable resources that can benefit a wider community of stakeholders

Direct Service
WHAT
- Day-to-day support, from interim Director of Development role to database organization
- Meeting management and other behavior modeling
- Systems and documents creation
- Development department structure and recruitment
HOW
- Accomplishes the work
- Models effective practices
- Establishes expertise/creates trust

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People
- Greater shared responsibility for organization’s financial viability among all staff and board
- Increased number, skill level and reach of ambassadors
- More fundraising outreach including board members serving as effective and confident askers
- Clear roles/responsibilities/accountability/partnership between the Executive Director, Board and Development Staff
- Better functioning governance team (board and senior staff) including differentiated board roles and leadership structure/ladder for each major area of board responsibility
- A strategic process and pipeline for board recruitment

Culture
- Board acts as steward of the mission and operates at a strategic level of deliberation
- Deeper culture of philanthropy—entire organization engaged in fundraising/friendraising
- Board members feel satisfied and productive
- Culture of mutual accountability and follow-through
- Groups recognize and exploit development opportunities within everyday/unplanned interactions
- Donors/supporters engaged beyond moments of asking

Systems
- Systematic and repeatable approach to fundraising that addresses a variety of markets and takes into account short- and long-term ROI
- Year-round donor stewardship occurs within the framework of the development cycle
- More strategic approach to special events directed toward achieving institutional priorities
- Communications reflective of donor-centered priorities
- More effective communications between board members, executive and development staff
- Organization is self-reflective and evaluates its own governance and fundraising

Types of Support
- $ Donors
- Senators
- Partners
- Access
- Expertise
- Client loyalty

Quality of Sources
- Diverse
- Repeatable
- Sustainable