

Cause Effective

cause generosity
cause community
cause change

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

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.

The Change We Seek

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
- Advocates
- Partners
- Access
- Expertise
- Client loyalty

Quality of Sources

- Diverse
- Repeatable
- Sustainable