

BUILDING HIGH IMPACT NON PROFIT ORGANIZATIONS



**Presented
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Virani**

**WHAT DOES A HIGH
IMPACT NON PROFIT
ORGANIZATION
MEAN TO YOU?**



A HIGH IMPACT NON PROFIT ORGANIZATION

- ❑ Brings Innovative solutions to pressing social problems**
- ❑ Catalyzes Social Change by Inspiring others to take action**
- ❑ Creates a movement**
- ❑ Gets Significant and sustained results**
- ❑ Makes Large Systemic Changes**

WHY CREATE A HIGH IMPACT ORGANIZATION

- 1. Maximize Social Change**
- 2. Create a Ripple Effect**
- 3. Channel Financial
Resources to your
organization**

What Makes a Great Non-Profit Organization?



12 HIGH IMPACT ORGANIZATIONS

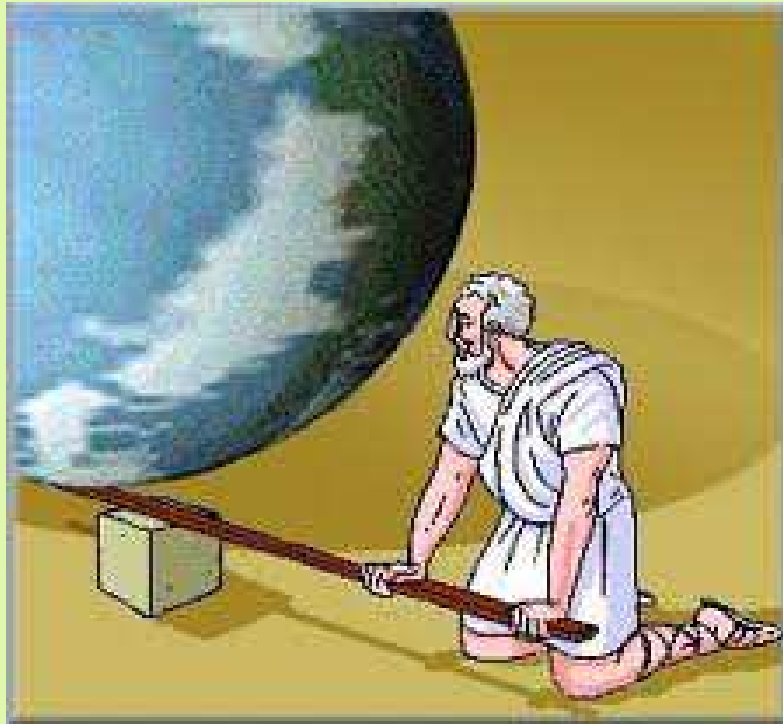
- 1. Habitat for Humanity**
- 2. Share Our Strength**
- 3. Self Help**
- 4. Teach for America**
- 5. Center on Budget & Policy Priorities**
- 6. City Year**
- 7. Environmental Defense Fund**
- 8. The Heritage Foundation**
- 9. National Council of La Raza**
- 10. YouthBuild USA**
- 11. Exploratorium**
- 12. Feeding America**

Busting Popular Myths

- ☐ Exemplary Management
- ☐ Building the Brand was not always a focus
- ☐ Don't always need a revolutionary new idea
- ☐ Mission statements on paper won't get the job done
- ☐ Low ratings on metrics
- ☐ Larger budget doesn't equal more impact



THE POWER OF LEVERAGE



"Give me a lever long enough and a fulcrum on which to place it, and I shall move the world."-

Archimedes

WHAT LEVER & FULCRUM



**“THE 6 PRACTICES HIGH
IMPACT NON PROFITS USE
TO ACHIEVE
EXTRAORDINARY IMPACT”**

Source: The Forces For Good

#1 ADVOCATE & SERVE

Systemic Change cannot come through service delivery itself.

- ❑ Become advocates for policy advocacy for accessing government resources**
- ❑ Play a role in making changes to legislation**

More you advocate and serve, the bigger the impact.

#2 MAKE MARKETS WORK

- ❑ The Private Sector is not the enemy**
- ❑ Tap into the Power of Economics**
- ❑ Influence Business Practices & Build Partnerships**
- ❑ Find Ways to Work Together and Help Businesses do well while doing good**
- ❑ It's Hard to Change the World without Changing Business**

#2 MAKE MARKETS WORK- 3 WAYS TO LEVERAGE BUSINESS

1. Change Business Practices

2. Partner With Businesses

3. Run a Business

#3 INSPIRE EVANGELISTS

- ☐ **Turn outsiders into insiders**
- ☐ **Build larger communities**
- ☐ **Follow the rules of engagement**
- ✓ **Communicate your vision, mission & values**
- ✓ **Create meaningful experiences**
- ✓ **Cultivate evangelists**
- ✓ **Build a beloved community**
- ☐ **Mobilize your communities as a powerful force for change**

#4 NURTURE NON-PROFIT NETWORKS

- ☐ **The Network Mindset-Collaborate vs. Compete**
- ☐ **Build the larger field, share resources & empower others**
- ✓ **Grow the funding pie**
- ✓ **Share knowledge**
- ✓ **Develop leadership**
- ✓ **Work in coalitions**
- ☐ **Give credit where its due**

#5 MASTER THE ART OF ADAPTATION

**Staying Relevant
Listen, Learn, and
Modify**

#5 MASTER THE ART OF ADAPTATION

- ☐ **Constantly Adapt & Modify Tactics**
- ☐ **Find the Balance between Creativity & Bureaucracy**
- ☐ **Master each step of the Cycle of Adaptation:**
 - **Listen to the Environment**
 - **Experiment & Innovate**
 - **Evaluate & learn**
 - **Modify**
- ☐ **Different styles support adaptation**
- ☐ **Focus on what not to do**

#6 SHARE LEADERSHIP

- ☐ **Great leaders share power**
- ☐ **Hire a COO**
- ☐ **Empower your executive team**
- ☐ **Great leaders last**
- ☐ **Develop a succession plan**
- ☐ **Build a big & strategic board**
- ☐ **Balance Power**

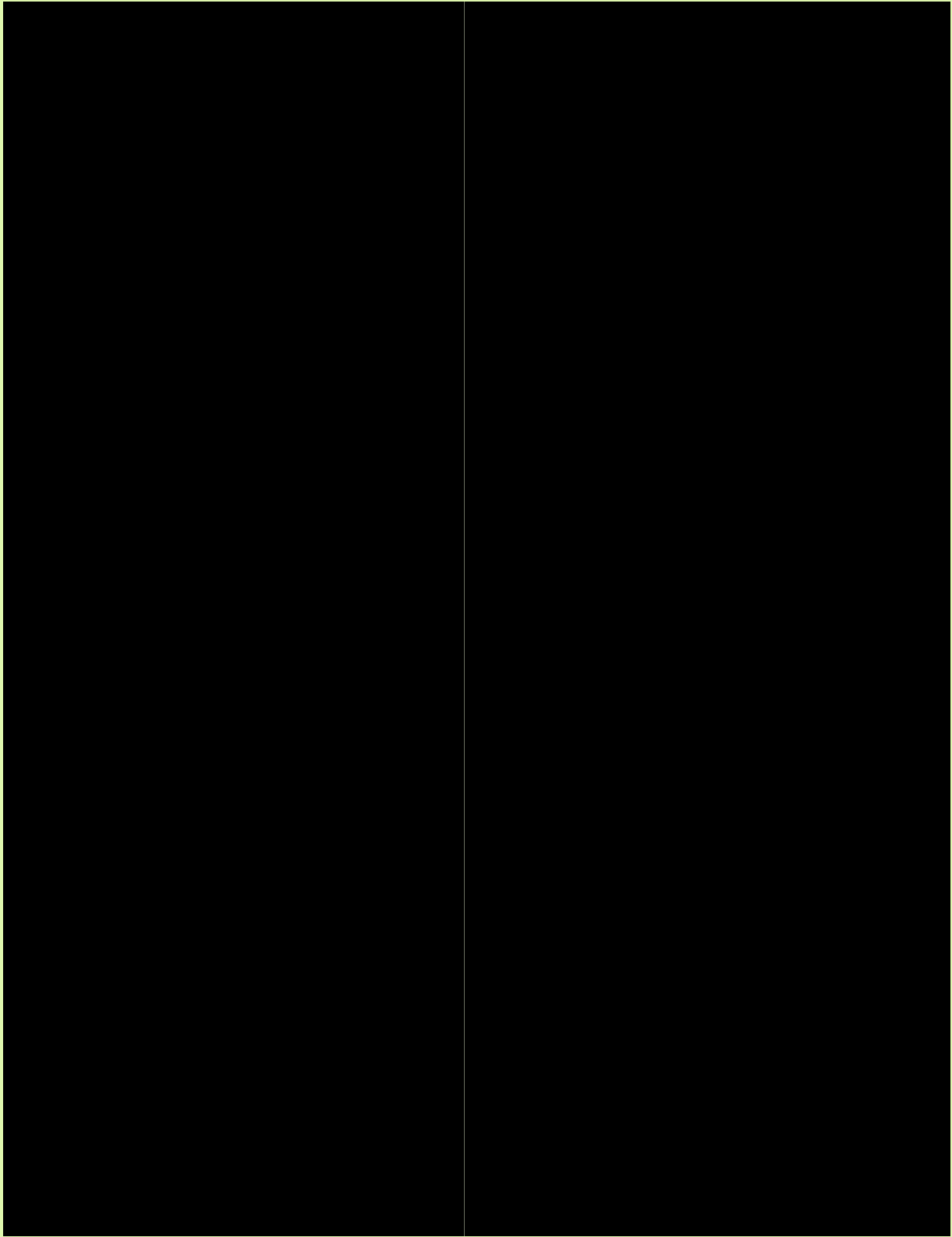
HOW TO SUSTAIN IMPACT- 3 CRITICAL ELEMENTS

- 1. Have a People Strategy**
- 2. Find the Right Sources
of Funding**
- 3. Build Your
Infrastructure**

BUT WE ARE STUCK IN THE MIDDLE OF

- ☐ **Fundraising crunch**
- ☐ **Budget Expectations**
- ☐ **Personnel Issues**
- ☐ **Program Evaluation**
- ☐ **Keeping the Board
Focused**





DON'T LET

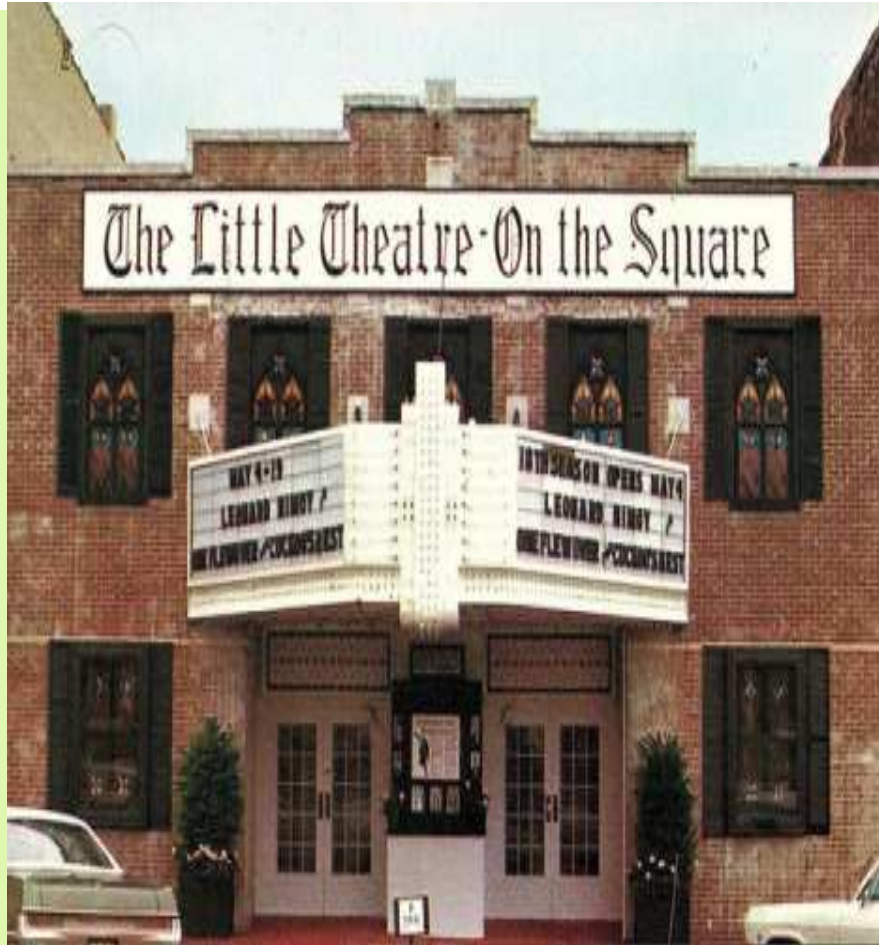
- ☐ **Process Takeover Results**
 - ☐ **Urgent Takeover Important**
 - ☐ **The Band Aid Approach Replace the Root Cause**
- Use all the Tools in Your Toolkit**

WHAT DOES IT ALL MEAN AT THE LOCAL LEVEL FOR MY NPO?



- 1. Advocate & Serve**
- 2. Make Markets Work**
- 3. Inspire Evangelists**
- 4. Nurture Non profit networks**
- 5. Master the art of adaptation**
- 6. Share leadership**

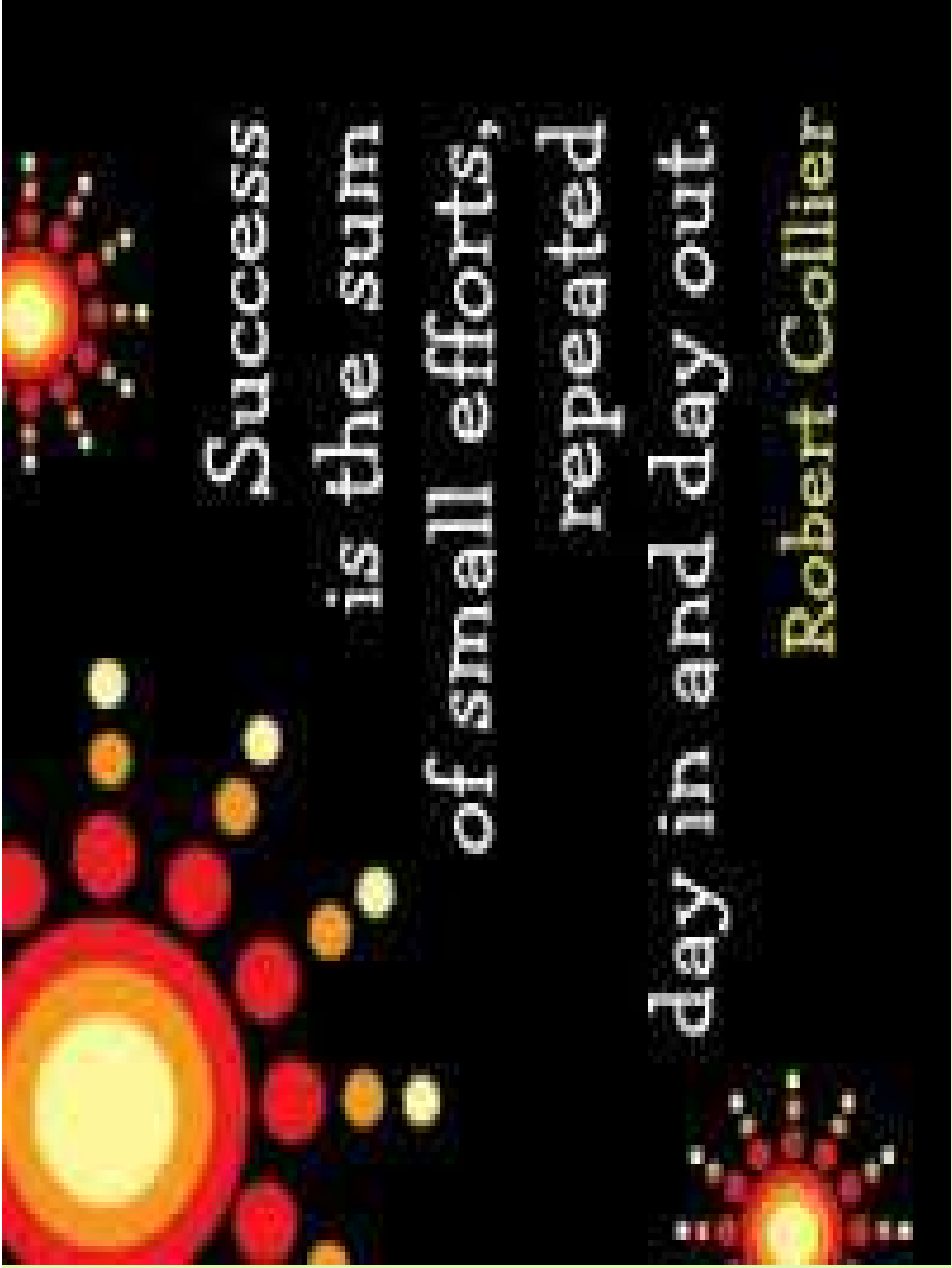
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THE SNOWBALL EFFECT





Success
is the sum
of small efforts,
repeated
day in and day out.

Robert Collier

INTRODUCING YOUR PRESENTER

**Started Celebrus In 2006 in Atlanta
in Kenya in 2013**

**Work as a management consultant
helping clients with sales and
profitability growth in over 30
different industries**

**Writer for YFS Entrepreneur
Magazine (USA), Daily Nation,
Business Daily**

**Speaker at various Business
associations & conferences**

