

Is your Nonprofit Meeting Its Mission?

Massachusetts Nonprofit Network
Conference

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About Us



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Workshop goals

- Know which performance management practices you are currently using in your agency and which need to be built and strengthened
- Know how to strengthen your agency's mission statement
- Know how to assess a program logic model
- Know how to determine which core data you need in your database
- Know how to advocate for strengthening your agency's performance management system

Outcomes & Culture of Change



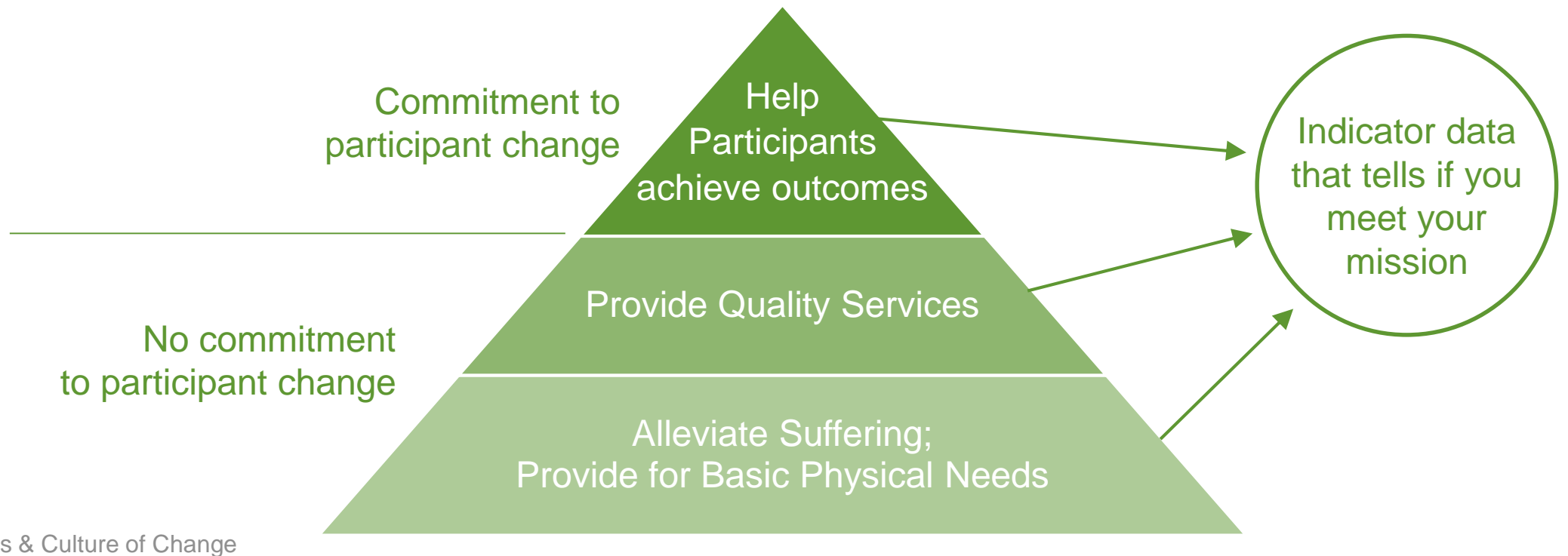
What is an effective Nonprofit?

- Amount of money raised
- Number of clients served
- Caliber of financial management practices
- Qualifications of staff
- Strength of partnerships
- Quality of programming

Nonprofit bottom line: Meet the mission

How do we know?

What is the nonprofit's mission commitment?



Outcomes are changes in people's lives



Outcomes & Culture of Change

Outcomes are Nonprofits' bottom line



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What is your mission?

Who do you exist for?

(Specific individuals, organizations, or public)

- What are their strengths?
- Why do they need you?

To what end do you commit to engage them?

- Provide basic needs
- Provide quality service
- Help participants achieve outcomes

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Nonprofit performance management system

- Definition: What agency does to ensure improved effectiveness, measured by indicator of mission attainment
- Four big questions:
 - What do you commit to influence?
 - How well are you doing?
 - With whom must you partner?
 - How can you improve?

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What does it mean to manage to outcomes?

- Measure outcomes (and other key program metrics)
- Analyze outcomes: What do we learn?
- Use learning to guide next cycle of work
- Use outcomes data to drive decision-making about partnerships and resources
- **Improved participant outcomes**

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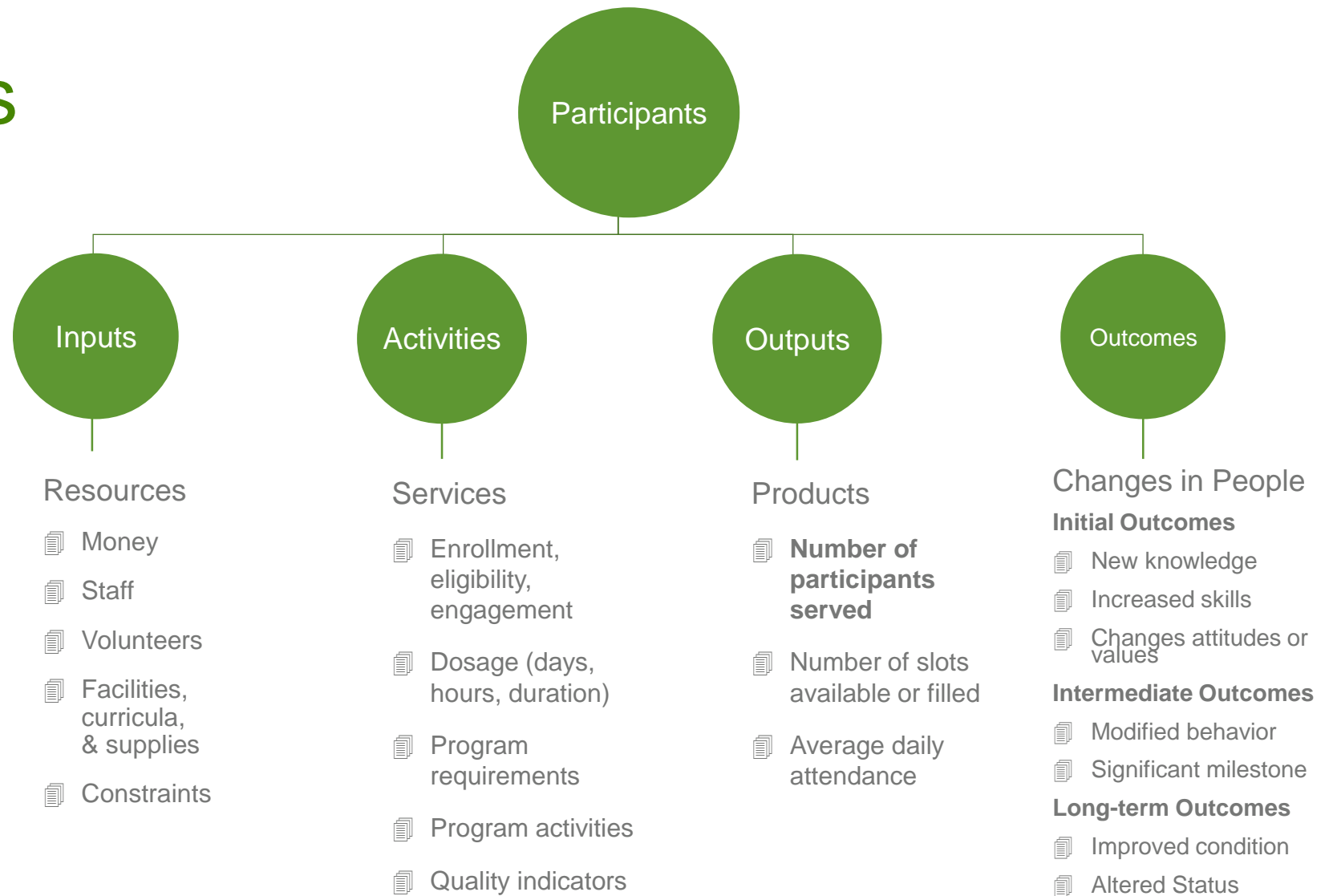
What Does a Useful Mission Statement Look Like?

- Tells why agency is in business; definition of success
 - Clear
 - Concise
 - Compelling
 - Concrete
- Should describe target population and key long-term outcome
- Example: “**Beat Rome**”

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Key elements of a program logic model

Age, M/F, geography, strengths, challenges



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Logic Models: Key Questions

1. Focus on one participant
2. Meaningful, measurable, logical outcomes
 - Long-term: 1-2 years post completion
 - Intermediate: Behaviors, milestones, accountability
3. Dosage and duration needed for outcomes
4. Stakeholder voices included
5. Clear, detailed but concise language

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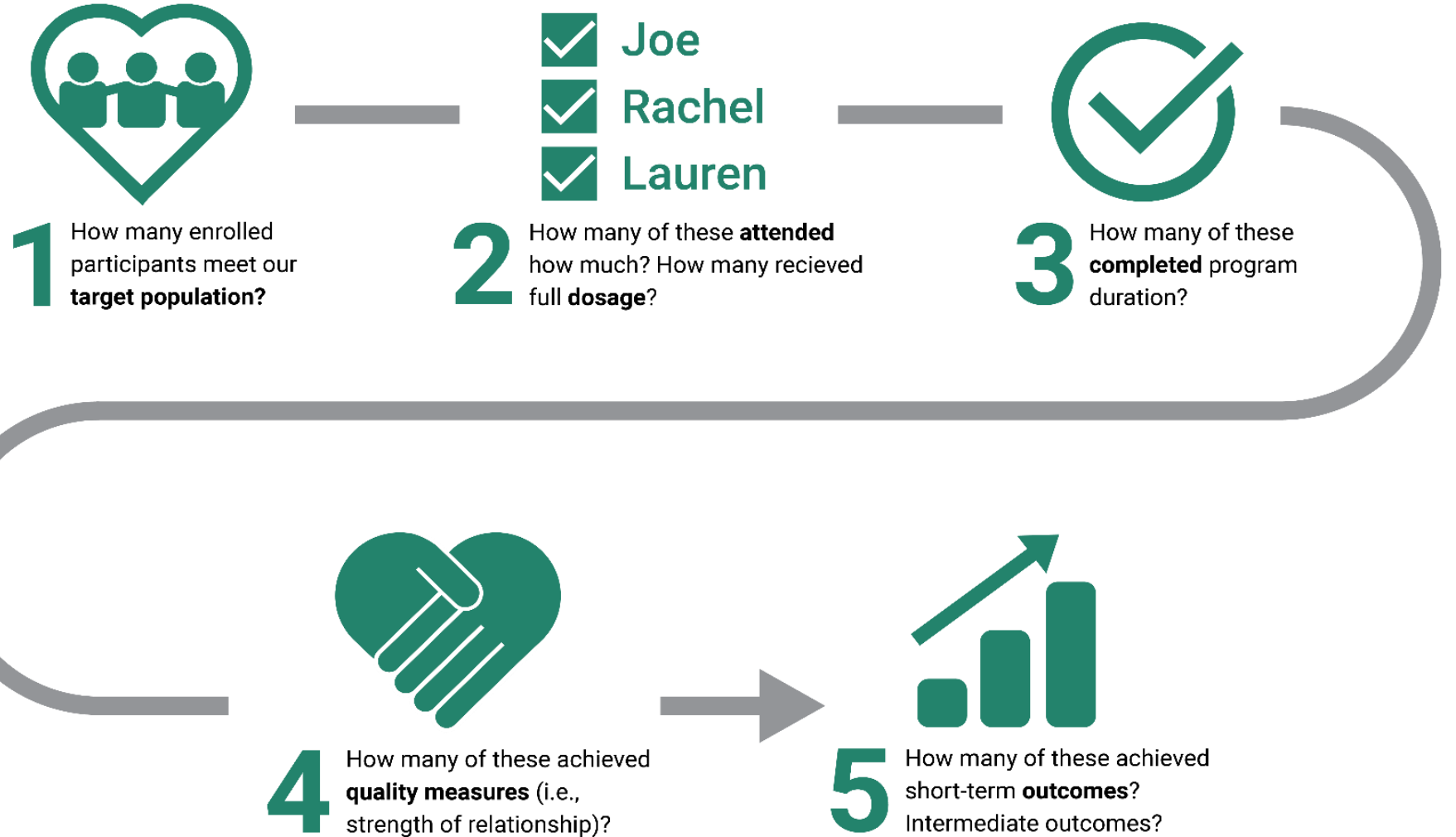
Benchmark Assessment Tool

- Purpose: help you build your outcomes management system from ground up
- 17 effectiveness practices
- Pre- and post-test
- Goal: level 4 practice
- Pair up with a colleague to take Assessment for your agency

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Program Data Value Chain

*How do we know
if we are meeting
the mission?*



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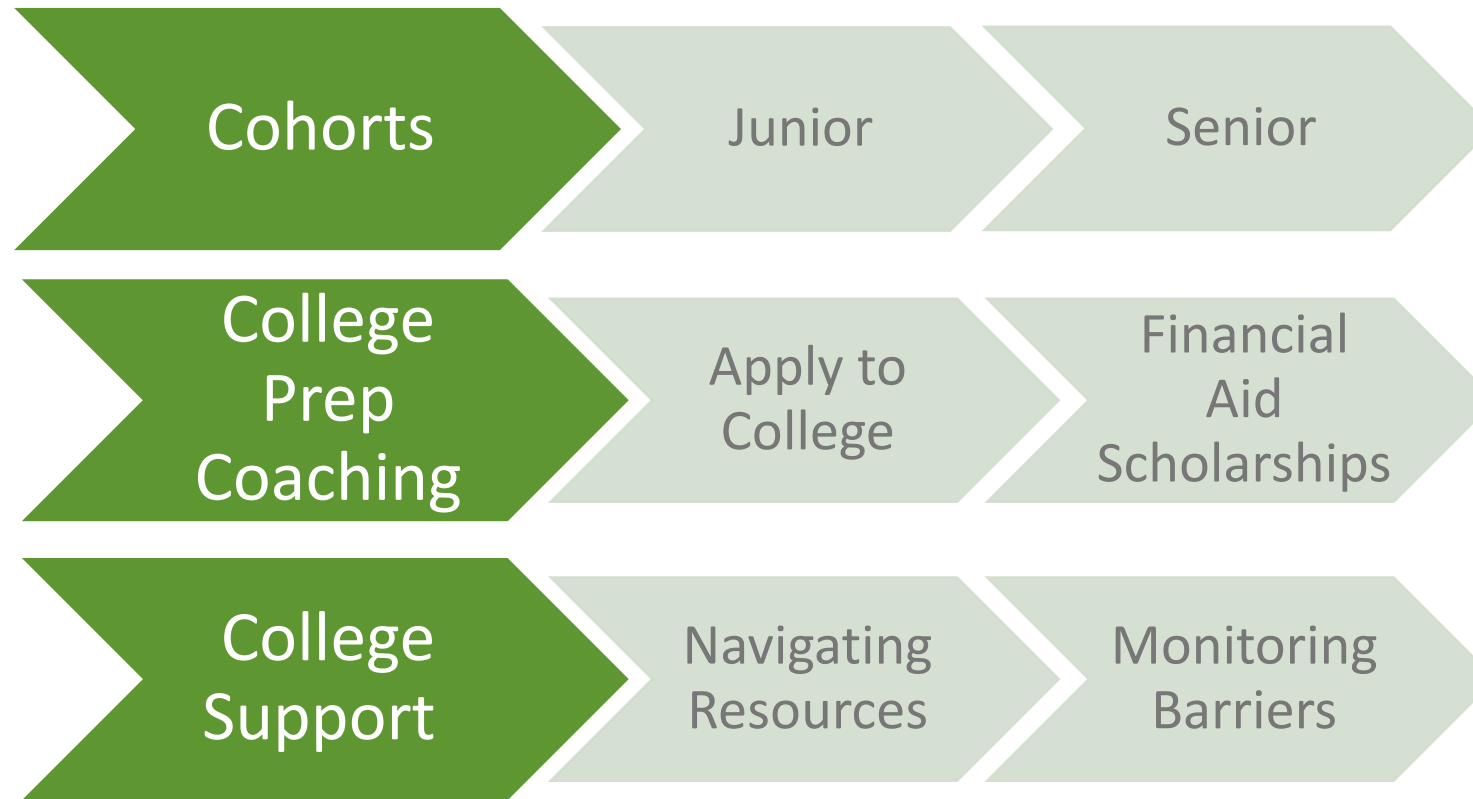
Case Study



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Boston HERC Passport to College Program



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Data Collection for Outcomes Measurement

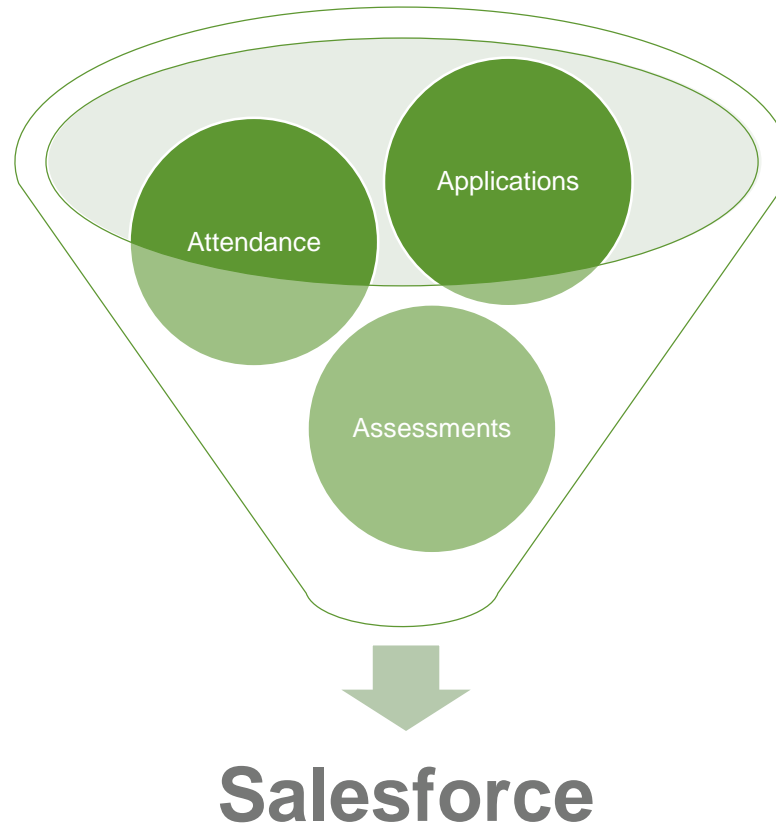
Cohort Attendance & Program Requirements

Pre- and Post- Assessments

Intermediate Outcomes

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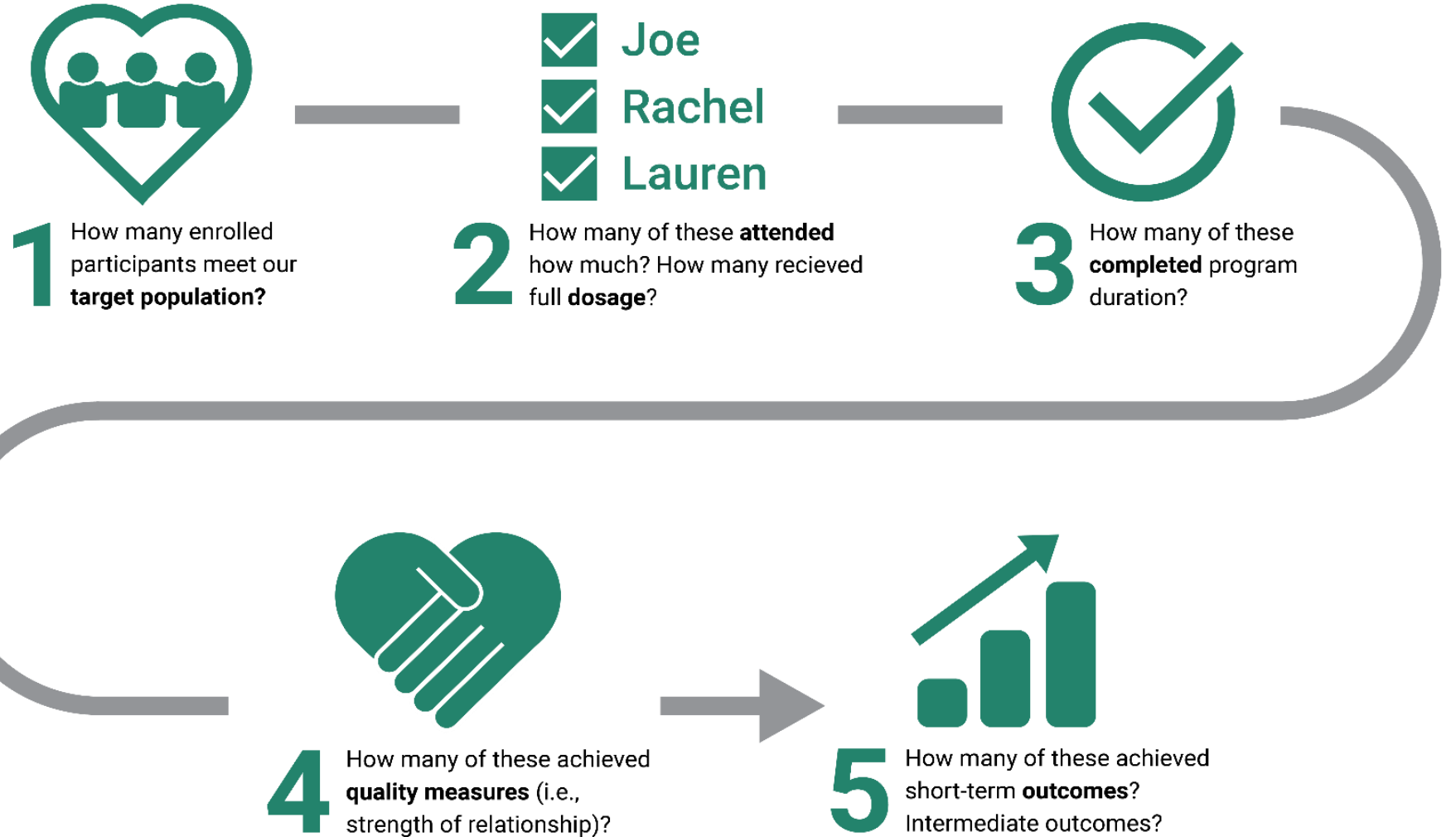
Seamless Data Input



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Program Data Value Chain

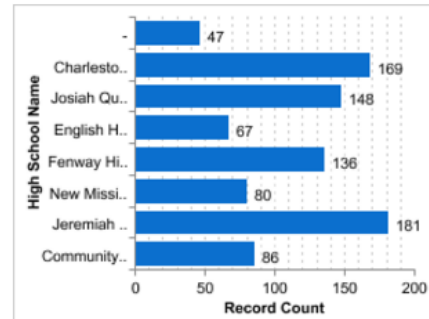
How do we know if we are meeting the mission?



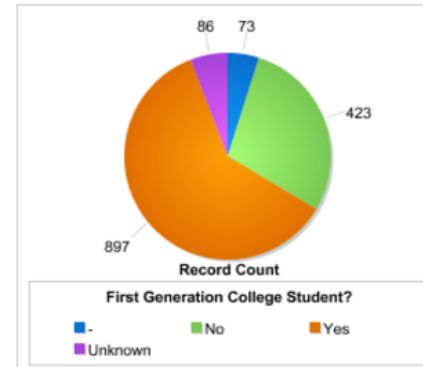
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Target Population & Demographics

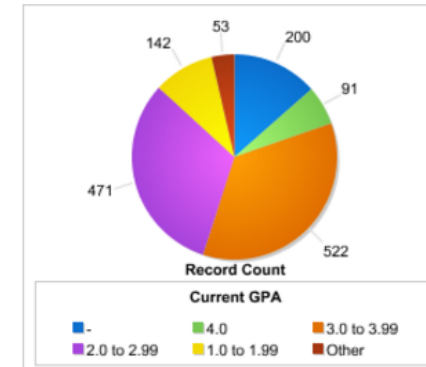
Schools



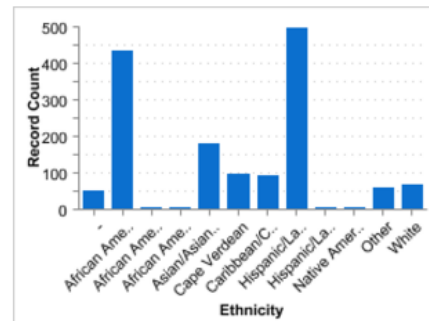
1st Generation College



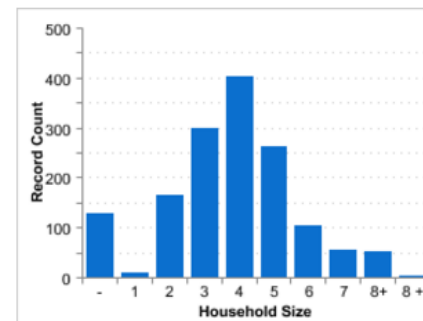
Current GPA



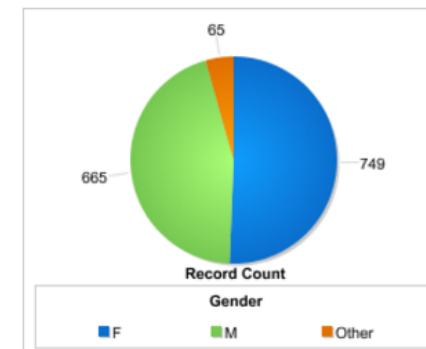
Race/Ethnicity



Household Size

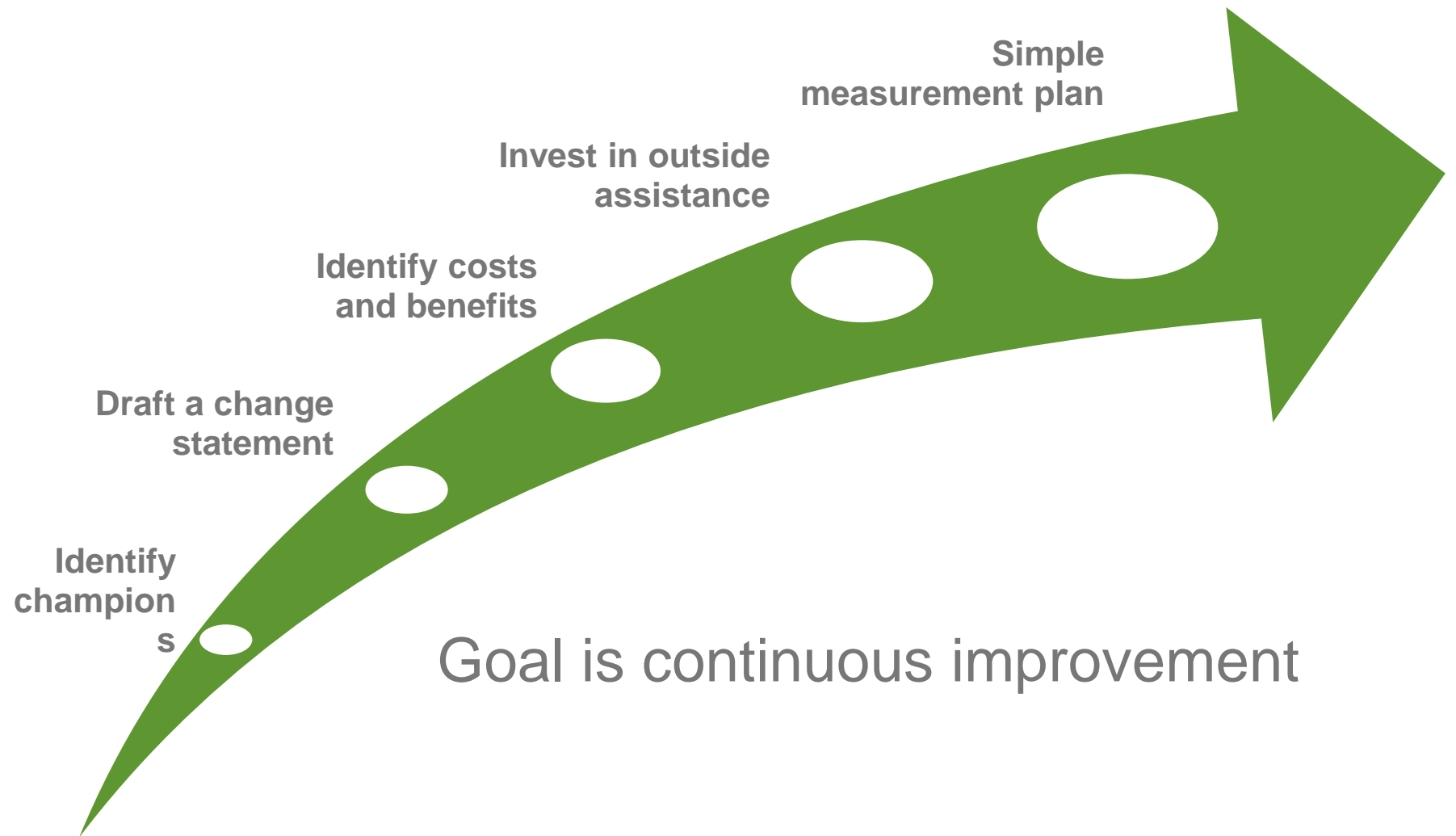


Gender



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Your next steps to advocate for outcomes management



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Useful books and reports

- [Nonprofit Performance Management Consultant Network](#)
- [Leap of Reason, Mario Morino](#)
- [Working Hard and Working Well, David E. K. Hunter](#)
- [501Partners Blog on Impact Measurement](#)
- [6 Theory of Change Pitfalls to Avoid - SSIR](#)
- [Data Management Maturity Models - Alan McSweeney](#)

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