

Talking About Capacity

One way of looking at capacity is in terms of *what an organization needs to be effective*. When you talk capacity, rather than brainstorm for ways to expand in size and scope, focus on **maximizing assets** that **influence how well you operate**.

Mission and Vision

- How do your services align with your mission statement? With your vision statement?
- How could you improve alignment of your services with your stated purpose as an organization?
- How would that enhanced alignment improve your capacity for effectiveness?

Leadership

- Are the requirements of governance and management being met?
- Do organizational leaders – staff and board – talk about effectiveness? Is there a scramble to get out services or emphasis on excellence and impact?
- What do staff and board members need to boost their effectiveness and fulfill their capacity to lead?
- As new leaders – staff and board members – are brought aboard the organization, how can more attention be given to determining leadership capacity as a selection quality?

Program Design and Delivery

- Does program design fulfill your nonprofit's capacity to meet your target audience's needs? Could you do more? Should you do less?
- Does the delivery method fulfill your capacity? Are there inefficiencies to correct?

Funding Strategies

- Does your case for support address – and showcase – your organization's capacity?
- How is funding linked to effectiveness in your organization?
- Are you fulfilling your fundraising capacity? If not, how can you do more?

Other Resources

- Are you fulfilling your capacity for communications as an organizational asset – such as maximizing your social media presence? What can you do more, or better?
- Are you using other technology – say, a well-designed website – to fulfill capacity in terms of fundraising and informing on what you do and how you impact through your services?
- Are you fulfilling your capacity to collaborate with partners – individual donors or like-minded organizations – to maximize effectiveness?

Making each of these elements – and others you identify – concrete helps in connecting discussions about capacity to measures of effectiveness in each area.