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ENABLING NONPROFITS TO THRIVE

Talking About Implementing Doing It Better Ideas

How do you take good ideas from talking points to how things are done in your nonprofit? This chart that organizes ideas into action can help. The examples are doing it better routines to consider.

Task or Activity	Idea for Greater Impact	Staff Leader in Implementing	First Steps to Consider	Plan to Assess Effectiveness
Acknowledging donors	Send a hand-written note of thanks to each donor during the year.		<ul style="list-style-type: none"> ✓ Compile current donor list. ✓ Recruit staff members to write. ✓ Create a short model note. ✓ Determine weekly goal of notes to send to include every donor. 	✓
Promoting the organization through each email	Assess individual/organizational signatures and other links for clarity and optimal information conveyed.		<ul style="list-style-type: none"> ✓ Review standard information lines. ✓ Review individual titles and messages for clarity on responsibilities and organizational mission/vision to spotlight. ✓ Assess how well each stands out. ✓ Confirm links work consistently. ✓ Brainstorm for events/initiatives to highlight via email signature. 	✓
Fundraising and other development activities	Expand staff involvement to include those outside the development department.		<ul style="list-style-type: none"> ✓ Confirm the impact on all staff of successful fundraising campaigns. ✓ Set up a channel for all staff to submit fundraising ideas. ✓ Set up a system for involving neutral staff in testing fundraising messaging or campaign materials in advance. 	✓
Staying positive as an organization and celebrating success	Close board meetings on a positive note with significant news or an inspirational message.		<ul style="list-style-type: none"> ✓ Discuss importance of celebrating successes, large and small. ✓ Build in time for a “mission moment” or “good news minute” at the end of each meeting. ✓ Set up a system to ensure there is always an item to share. 	✓