

## Maximizing Your 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. Start with these discussion questions.

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### Mission and Vision

- o How do your services align with your mission statement? Your vision statement?
- o How would enhanced alignment improve your capacity for effectiveness?

### Leadership

- o Are the requirements of governance and management being met?
- o Do organizational leaders — staff and board — talk about effectiveness?
- o Is there a scramble to get out services or emphasis on excellence and impact?
- o What do staff and board members need to boost their effectiveness?
- o How can more attention be given to determining leadership capacity as a selection quality?

### Program Design and Delivery

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

### Funding Strategies

- o How is funding linked to effectiveness in your organization?
- o Are you fulfilling your fundraising capacity? How can you do more, such as with technology?

### Other Resources

- o Are you maximizing your social media presence as an asset? What can you do more, or better?
- o Are you fulfilling your capacity to collaborate with partners — individual donors or like-minded organizations — to maximize fundraising and mission effectiveness?

**Next Steps:** Connect discussions about capacity to measures of effectiveness. Then determine priorities for development and improvement to maximize your capacity to fulfill your mission.