

# 501(c)3 Non-profit Organization - Sustainability Strategic Planning (Phase 2)

understand. collaborate. implement.

A back-office organizational development project for a 501(c)3 non-profit organization based in Ellijay, Georgia to provide better improved operational efficiencies and identify automation opportunities to enable the organization to produce excellent results for continued growth and development for long-term impact to the individuals and communities it serves.

## Overview

- Organize and consolidate current customer and staff data (e.g., centralize databases, tables, lists, etc.) to improve customer database management and mass mailing capabilities
- Update Website to provide latest events and staff information
- Develop a social networking plan to create a "buzz" for via Internet sites such as Facebook, Twitter, MySpace, etc.

## Participants

- President
- Program Directors (3)
- Counselors (5)
- Volunteers (7)

## Approach

- Document technical specifics of services currently in use, current limitations, and opportunities for future automation
- Improve customer database management and mass mailing capabilities
- Work with leadership to develop the optimal staffing structure to support service offerings
- Collaborate with internal team members to develop strategic marketing plans with social media components and competitive analysis, to ensure increased exposure and expanded market coverage for service offerings
- Develop and implement a training program to support the deployment of the new operational framework

## Results

- Analyzed service performance, capabilities and potential impacts to the business, including any existing issues and hazards
- Developed standardized operational processes to be utilized in the support and delivery of services
- Determined value-added activities verses non valued-added activities in order to eliminate operational waste and more effectively utilize limited resources
- Identified technology automation opportunities, including database management solutions, that will provide improved operational efficiency and scalability
- Updated website to ensure it contains latest organizational events, information and materials
- Developed strategic marketing plans, including social media options and competitor analysis, to provide increased exposure and expanded market coverage to service offerings
- Determined staffing options for ongoing operations management, including skills, competencies and competitive salary requirement