

Nonprofit Program Design and Implementation

Assessing values, goals, and existing efforts, designing a community engagement plan based on those findings, and then implementing that plan

Step 1 of 4	How	Why
Identify organization's values, goals, and existing community engagement	<ul style="list-style-type: none"> • Work with your team to identify and workshop values and long-term community goals • Review and assess existing community engagement and the impact that has been achieved so far • Discuss the successes and challenges of existing efforts 	To know where you're going we first have to know where you've been
Step 2 of 4	How	Why
Identify opportunities for achieving goals and design engagement	<ul style="list-style-type: none"> • With the information from step 1 in mind, identify opportunities to pivot existing efforts and/or create new ones that will build toward achieving goals • Plan engagement according to findings • Establish standards against which performance can be measured during implementation 	We strike the precise balance of agility and precision required to design successful engagement
Step 3 of 4	How	Why
Implement engagement	<ul style="list-style-type: none"> • Begin implementing engagement according to the plan • Frequently check-in with your organization to report on engagement performance and discuss necessary adjustments 	Because you're ready
Step 4 of 4	How	Why
Annual Report	<ul style="list-style-type: none"> • Compilation and analysis of engagement results • Development of digestible data, narratives, and other report communications for use in expanding your organization's reach and reputation 	Reflecting on a program and developing reports is critical to maintaining success and showing the world your contribution

Result: A robustly planned and implemented community engagement program with reports to showcase its success

