NH Center for NONPROFITS

Nonprofit Sustainability Institute

Frequently Asked Questions

We are pleased that you are considering applying to participate in this exciting capacity-building project. Offered by the NH Center for Nonprofits with support from the Samuel P. Hunt Foundation, this program will engage fifteen nonprofit organizations in an interactive, high-level program over the next six months. Please review the application checklist at the end of this document before starting the application.

What is the Nonprofit Sustainability Institute?

The Nonprofit Sustainability Institute is a six-month interactive program, based on the theories and teachings of *The Sustainability Mindset*, designed to help nonprofits better understand the relationship between their programs' impact and finances and provide a framework for the decision making critical for any sustainable organization. Steve Zimmerman—nonprofit consultant and co-author of *The Sustainability Mindset*—and a team of local nonprofit consultants will lead fifteen participating organizations through this process by facilitating a series of webinars, full-day workshops, and phone coaching sessions.

Goals

Program participants will:

- Define sustainability for their organization
- Identify current challenges and opportunities facing their business models
- Outline key decisions needed to strengthen the organization's sustainability
- Have a clear process and tool for demonstrating their dual bottom lines to board, staff and stakeholders
- Understand critical programming decisions necessary to maximize financial and human resources and sustain their organization and its impact.

Benefits of Participation

Participating organizations will have the opportunity to:

- Develop a clear understanding of their dual bottom line – financial viability and mission impact
- Enhance professional development in financial literacy and organizational planning by learning new techniques and strategies
- Leverage professional coaching and training to bring innovation and change to your organization

Expectations and Commitment

Organizations applying to participate in this project will be expected to specify a team of 2 to 4 people, including both staff and board who will participate in the webinars, full-day workshops and coaching calls. One of the participants must be the Executive Director / CEO and at least one of the other participants must be a board member. The board member is highly encouraged to attend all sessions in person but at a minimum must be able to attend the Kick-Off to Sustainability webinar and Key Messages of the Matrix Map workshops in person (see the Project Schedule for dates and times).

Participating organizations will be expected to complete “homework assignments” using their own programs impact and financial data. Templates will be provided by the Institute for these assignments, and participants should plan to spend 4-6 hours between sessions gathering the data and leading discussions with organization leadership. Coaching is available between sessions.

Readiness

An organization that is ready to participate in the Nonprofit Sustainability Institute will have the following characteristics:

- Ability to produce financial information and reports separated by program and revenue source
- Commitment from 2 to 4 team members who will participate in webinars, workshops and phone coaching
- Significant alignment between organizational lifecycle stage, strategic goals, and anticipated outcomes of the Institute

Who Can Apply?

To be eligible, your organization must be a nonprofit organization based in New Hampshire, and your organization must demonstrate a minimum level of current financial reporting capacity. Participating organizations must have some paid staff; all-volunteer organizations will not be eligible.

This hands-on program is designed for organizations to participate as a team. The team should consist of between 2 and 4 members who are either:

- the Executive Director / CEO (required),
- a board member, or
- a senior-level staff or board member active in financial and programmatic decision-making.

Selection Process

The selection committee will review and score completed applications based on a number of criteria, including:

- Alignment between lifecycle stage, strategic goals, and anticipated outcomes of the Institute.
- Ability to produce financial information / reports, separated by program and revenue source.
- Demonstrated commitment board / staff team to participate in the Institute and share knowledge / steward the process beyond of the Institute.
- Membership with the NH Center for Nonprofits.

Fees

Participating organizations will be responsible for a one-time fee which covers the cost of the 5 webinars; 2 in-person, full-day workshops; and phone coaching that comprise the program. Fees are due by January 5th.

Membership Status	Fee
Member	$750
Not-yet-member	$1,500

Application Timeline

Date	Description
December 4th	Online application and additional documents due.
December 18th	Organizations notified of whether or not they’ve been accepted.
December 28th	Accepted organizations must confirm their intent to participate.
January 5th	Payment due for participating organizations.

Project Schedule

Event Information	Description
Kick Off to Sustainability Webinar January 10th, 11:00 AM–12:30 PM	• Sustainability and business models • Defining programs • Identification of strategic issues
The Matrix Map Process Workshop January 31st, 9:00 AM–4:00 PM	• Matrix Map process • Articulating intended impact • Mission impact criteria • Sample mission impact survey • Program overview sheet • Profitability overview
Questions and Challenges Webinar March 7th, 11:00 AM–12:30 PM	• Questions and challenges that have come up in homework
Revenue and Markets Webinar March 28th, 11:00 AM–12:30 PM	• Analyzing revenue streams and trends • Assessing your competitive market
Key Messages of the Matrix Map Workshop May 2nd, 9:00 AM–4:00 PM	• Distribution and review of Matrix Map • Key messages from the map, revenue stream, and market analysis • Create a business model statement • Program-level inquiries and program strategy
Organizational Priorities Webinar May 16th, 11:00 AM–12:30 PM	• Combining program and organizational priorities • Creating an action plan • Review of strategy model
Peer Learning Webinar June 13th, 11:00 AM to 12:30 PM	• Sharing Matrix Maps and action plans

How to Apply

1. ### Assemble your team.
   Get your Executive Director / CEO and 2–3 other board or staff members who are active in your financial and programmatic decision making to commit to participating. Make sure you review the Expectations / Commitment section of the FAQs with them.

2. ### Prepare for the application.
   Gather the necessary information and documents needed to complete the application (see the application checklist below).

3. ### Complete the online application.
   Complete the online application. You can stop the survey at any time and resume where you left off only if you use the same computer you started with.

4. ### Upload the required additional documents.
   A link to where you can upload the additional documents is included on the final page of the online application.

Both the online application and additional documents are due by the December 4th deadline.

Application Checklist

Use the checklist below to make sure you have all the information you'll need to complete the application.

- ☐ Determine your organization's lifecycle stage based on the Nonprofit Organizational Lifecycle matrix from Speakman Consulting.

- ☐ Write a list of the top 3 strategic goals for your organization.

- ☐ Write a list of the top 3 challenges facing your organization.

- ☐ Describe (≤ 250 words or less) how participating in the Nonprofit Sustainability Institute would help your organization achieve its goals.

- ☐ Describe (≤ 250 words or less) how you will ensure your organization's team of participants will be able to participate fully.

- ☐ Make sure you have the required information—name, title, and tenure with the organization—about your organization's team of participants.

- ☐ Gather the following additional documents, which you'll need to upload in order to complete your application:

  - A list of your organization's programs
  - A breakdown of your organization's funding by type
  - A list of your organization's board members
  - Your latest audited or reviewed financial statement
  - A financial report generated by your accounting system, separated by program / funding source.