

RECAP: THE 5 PILLARS OF A THRIVING NONPROFIT



People

Do your board and your staff work together as partners? Does everyone know their roles? How do you ensure the right people are always in place? Are you seen as a "workplace of choice?"



Money

Money in. Money out. Is your fundraising diverse and balanced? Are the financials managed with great care?



Programs

Are your programs always mission-centric? Do they show clear and measurable impact?



Narrative

Is your messaging clear and compelling? Can all constituents communicate in the right way at the right time? Are there deliberate plans for dealing with crises?



Strategy

Is there a thoughtful long-term strategy developed jointly by the board and staff that sets an inspiring vision? Does it get updated periodically?

