

Coach House Accelerator – Asynchronous

9-Session Curriculum, Surveys & Optional Electives

This document outlines the full 9-week asynchronous Coach House Accelerator program, including weekly topics, interactivity, deliverables, a pre-course survey, post-course deliverables, and optional elective modules for deeper learning. This serves as the master curriculum plan for LMS implementation.

9-Week Core Program

Session 1 – Story, Origin & Need Statement

- Micro-videos: Why your story matters, connecting personal narrative to mission, defining a strong Need Statement.
- Interactivity: Reflection journal, selfie video upload, peer feedback, need statement template, short quiz.
- Deliverable: Draft Need Statement posted for peer review.

Session 2 – Mission, Vision, Values

- Micro-videos: What makes a good mission, vision, and values; examples and pitfalls.
- Interactivity: Drag-and-drop exercise, mission/vision/values template, discussion board, quiz.
- Deliverable: Final mission/vision/values document.

Session 3 – Strategic Thinking & Theory of Change

- Micro-videos: Root cause analysis, if/then/so framework, impact mapping.
- Interactivity: Scenario quiz, interactive diagram, reflection.
- Deliverable: Completed theory of change diagram.

Session 4 – Program Design & Pilot

- Micro-videos: Basics of program design, logic models, piloting before scaling.
- Interactivity: Case study branching scenario, program pilot canvas, peer discussion, knowledge check.
- Deliverable: Draft pilot program plan.

Session 5 – Evaluation & Data Tracking

- Micro-videos: Quantitative vs. qualitative evaluation, SMART outcomes.
- Interactivity: Matching outcomes to metrics, write outputs/outcomes, peer review, self-assessment.
- Deliverable: Evaluation framework for pilot program.

Session 6 – Budgeting & Financial Basics

- Micro-videos: Program & organizational budgets, financial statements.
- Interactivity: Budget builder, direct vs overhead scenario quiz, Excel template.
- Deliverable: Draft program budget.

Session 7 – Comprehensive Communications Strategy

- Micro-videos: Branding, messaging pillars, key audiences, storytelling channels.

- Interactivity: Click-to-reveal examples, reflection journal, build 3-month comms calendar, discussion board.
- Deliverable: One-page communications strategy.

Session 8 – Fundraising Fundamentals

- Micro-videos: Case for support, donor psychology, revenue streams.
- Interactivity: Identify revenue types, reflection journal, elevator pitch video upload.
- Deliverable: Draft case-for-support paragraph.

Session 9 – Board Engagement & Governance

- Micro-videos: Board roles, recruiting, effective meetings, bylaws.
- Interactivity: Role-play scenario, board recruitment priorities, board matrix download.
- Final Assignment: Upload mini pitch deck (need, mission, program, budget, ask).

Pre-Course Survey (Baseline Readiness)

Participants complete this survey before Week 1 to establish their starting point. Use a mix of Yes/No, 1–5 scale, and open text questions.

1. Do you have a written mission statement? Is it clear and shared with your stakeholders?
2. Do you currently run programs? Are they documented with clear goals and outcomes?
3. Do you measure the success of your programs? How?
4. Do you have a written strategic plan or roadmap?
5. Do you have an organizational budget? Is it balanced?
6. Do you have a case for support or fundraising pitch?
7. Do you have a board of directors? Are roles and responsibilities clear?
8. Are you incorporated? Do you have 501(c)(3) status or a fiscal sponsor?
9. What is your #1 priority for this cohort?

Post-Course Deliverables Checklist

- Clear Mission, Vision, and Values document
- Working Program Pilot & Evaluation Plan
- Strategic Roadmap & SWOT Analysis
- Program & Organizational Budget
- Fundraising Presentation & Pitch Deck
- Board Strategy & Formation Plan
- Incorporation & 501(c)(3) application (if needed)
- 90-Day Next Action Plan

Optional Electives (Advanced Learning Modules)

After completing the 9-week core program, participants can choose from optional asynchronous modules to deepen their skills and prepare for next steps. Each elective includes short video lessons, downloadable templates, interactive exercises, and a practical deliverable.

- Legal Structures & Incorporation: Helps organizations choose the right nonprofit or fiscal sponsorship model, complete EIN & state filings.

- Compliance & Security: Covers data protection, HR compliance, insurance, and risk mitigation policies.
- Financial Systems & Audits: Guides setup of chart of accounts, bookkeeping systems, and audit readiness.
- Branding, Messaging & Audience Strategy: Develops full visual identity, style guide, and audience messaging matrix.
- Marketing & PR: Covers earned media strategy, press release writing, and social media campaigns.
- Grant Writing: Step-by-step guide to writing and submitting strong grant proposals.
- Major Donor Cultivation: Prospecting, solicitation, and stewardship strategies for larger gifts.
- Pitch Deck Design & Storytelling: Polish pitch decks with strong visuals and compelling narrative flow.
- Introduction to CRM Design & Management: Teaches donor database design, segmentation, and automation basics.