



5 Benefits of a Nonprofit Theory of Change





From An Executive Director...



“It’s so obvious to me why people should support us. I don’t understand why they don’t get it.”

**They don't get it
because you haven't
articulated your
theory of change...**



SOCIAL VELOCITY

The Theory of Change

What is a Theory of Change?

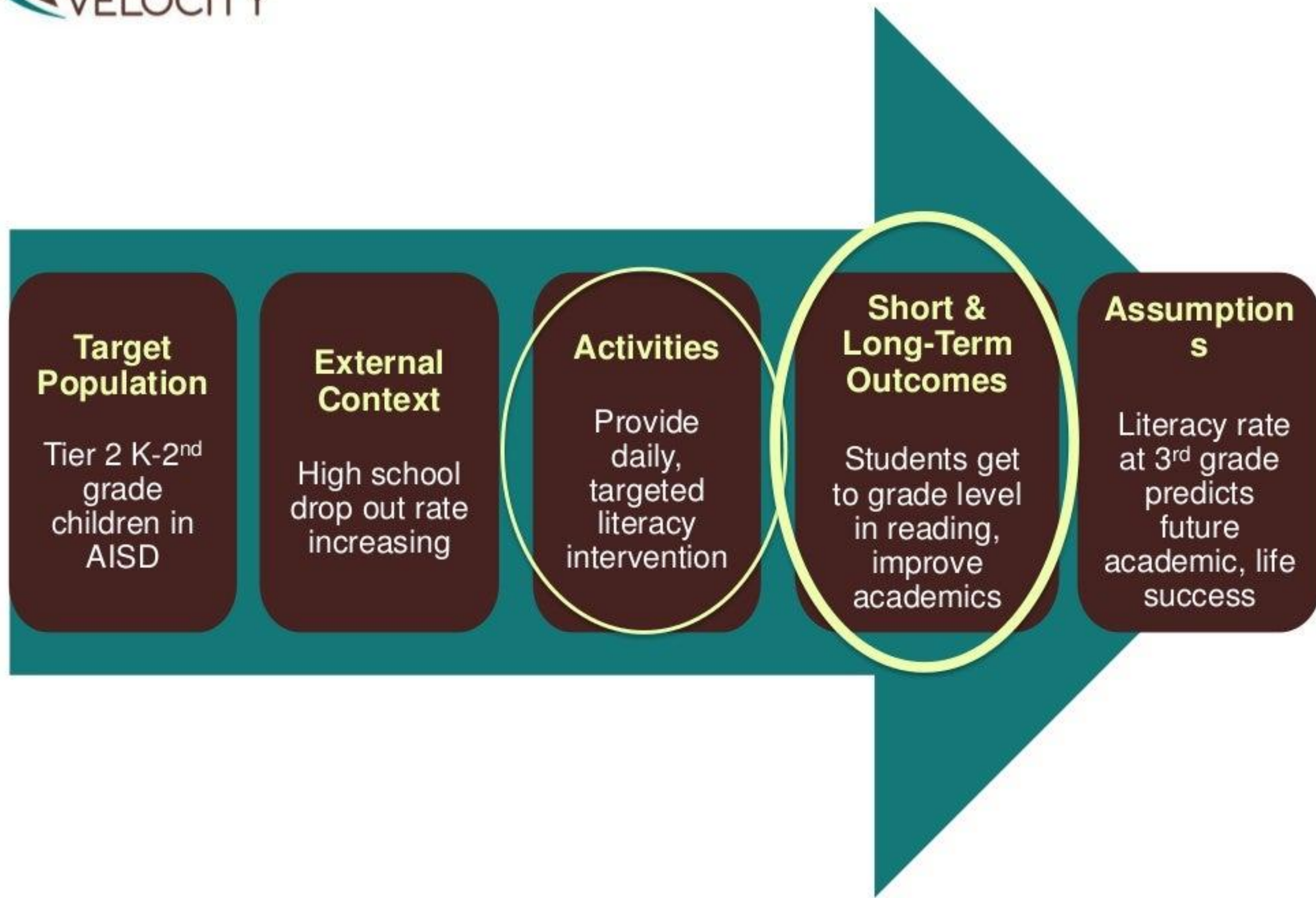


The Theory of Change Answers

5 Key Questions...

Target Population(s)	External Context	Activities	Short & Long Term Outcomes	Assumptions
What people or groups are you seeking to benefit or influence?	What relevant trends in or changes to the external environment are occurring?	How and where are your core competencies employed?	What changed conditions do you believe will result from these activities?	What evidence do you have that this theory will actually result in change?

Like This...





So What?

ACE brings at-risk students to grade level in reading, resulting in:

More succeeding students

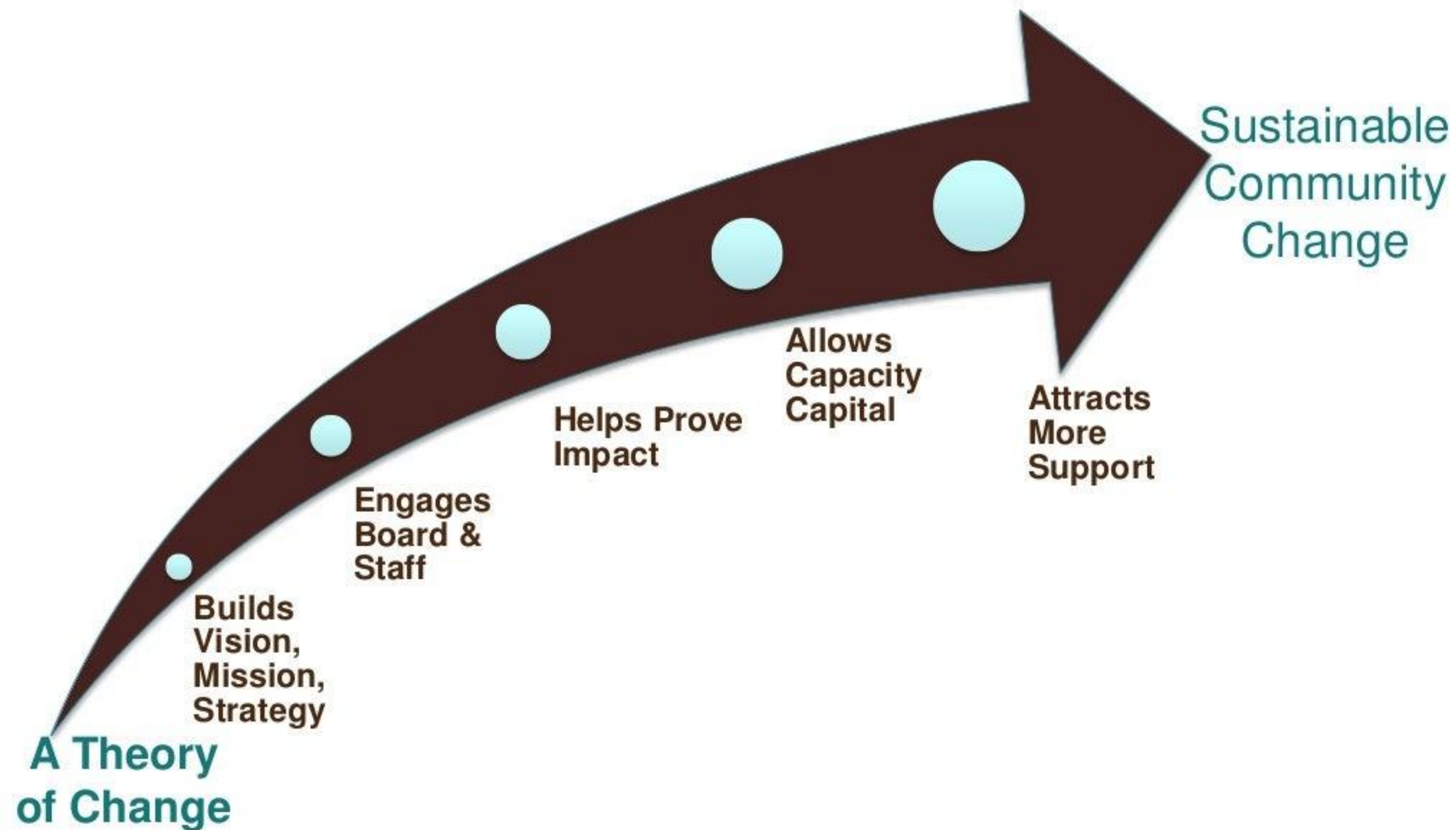
Better schools

A more educated workforce

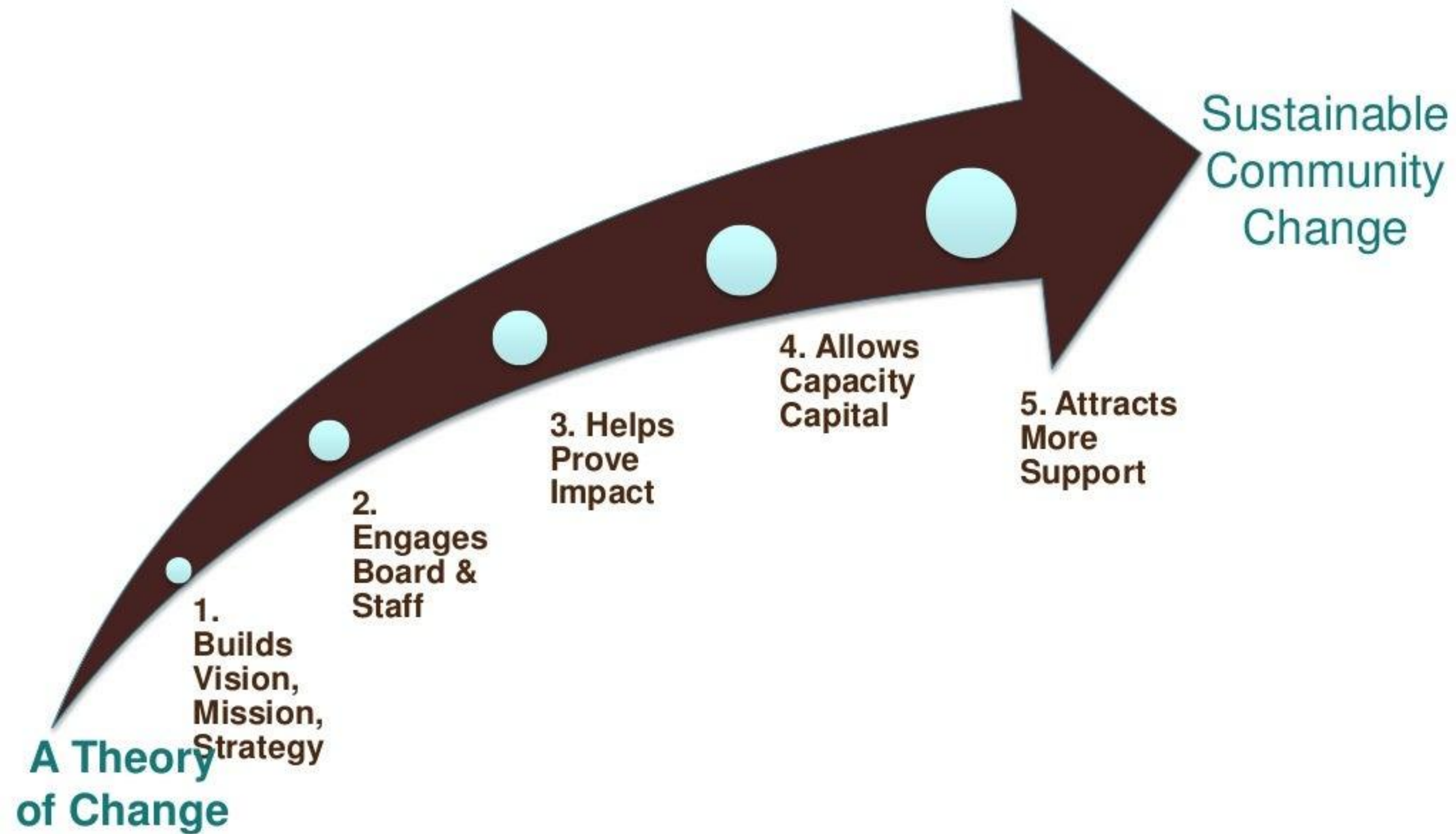
A more equitable economy and community



The First Building Block



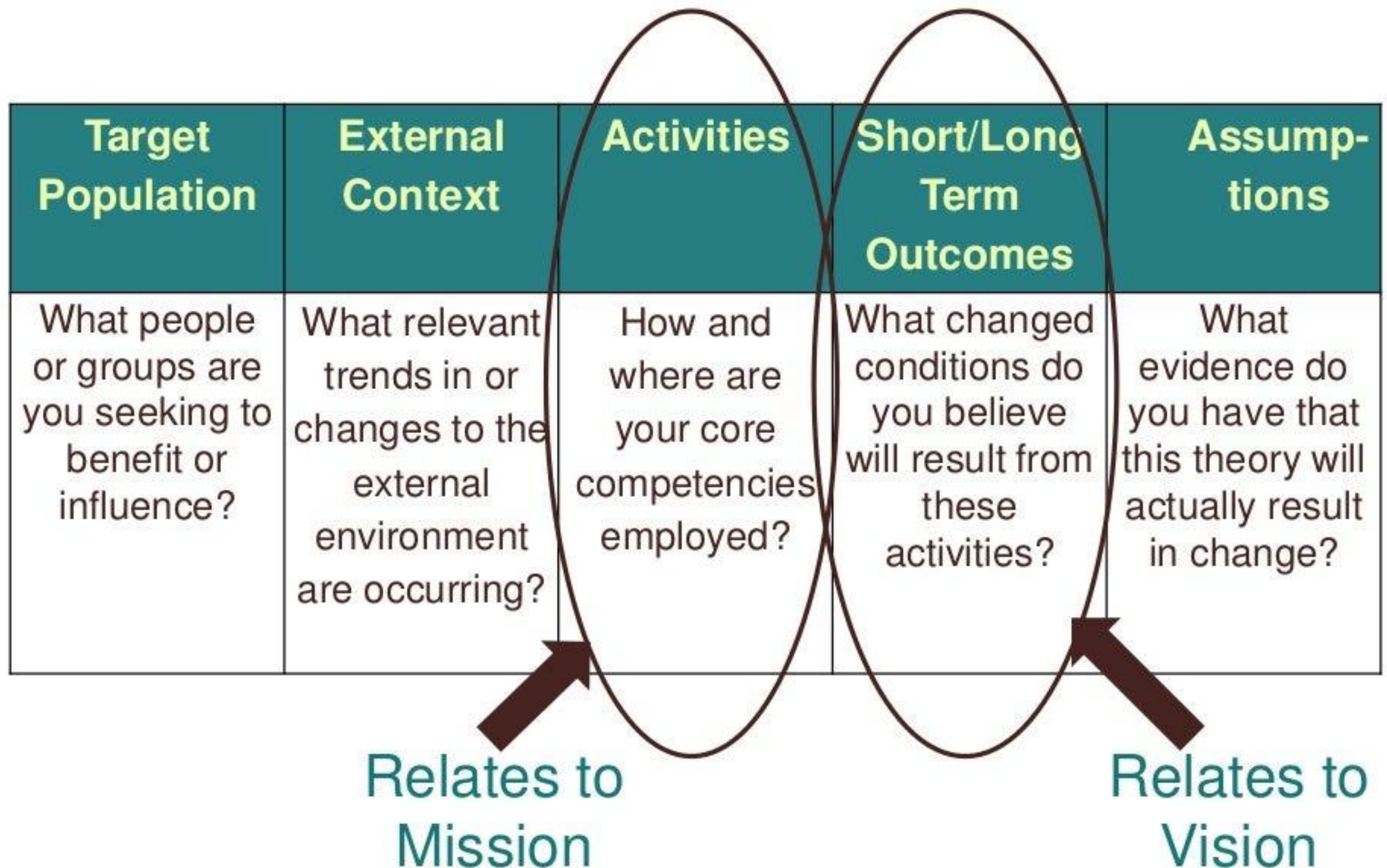
5 Benefits of The Theory of Change





1. Builds Vision, Mission & Strategy

Theory of Change





What is a Vision?

Relates to “Short/Long Term Outcomes” of Theory of Change

Describes an idealized future because of your nonprofit’s work

“Every child is a successful reader before third grade, setting them on a path of excellence in school and in life.” (ACE)

“All people, even in the most remote areas of the globe, hold the power to create opportunity for themselves and others.” (Kiva)



What is a Mission?

Relates to “Activities” of Theory of Change

Describes your nonprofit’s day-to-day work toward the Vision

“charity:water brings clean and safe drinking water to people in developing nations.”

“Teach for America finds, trains and supports individuals who are committed to equality and places them in high-need classrooms across the country.”

Strategic Plan Process



Goals & Objectives

From January 1, 2016 – December 31, 2018, we will:

Goal 1: XX

Goal 2: XX

Goal 3: XX

Goal 4: Money

Goal 5: People & Infrastructure

Theory
of
Change
Goals

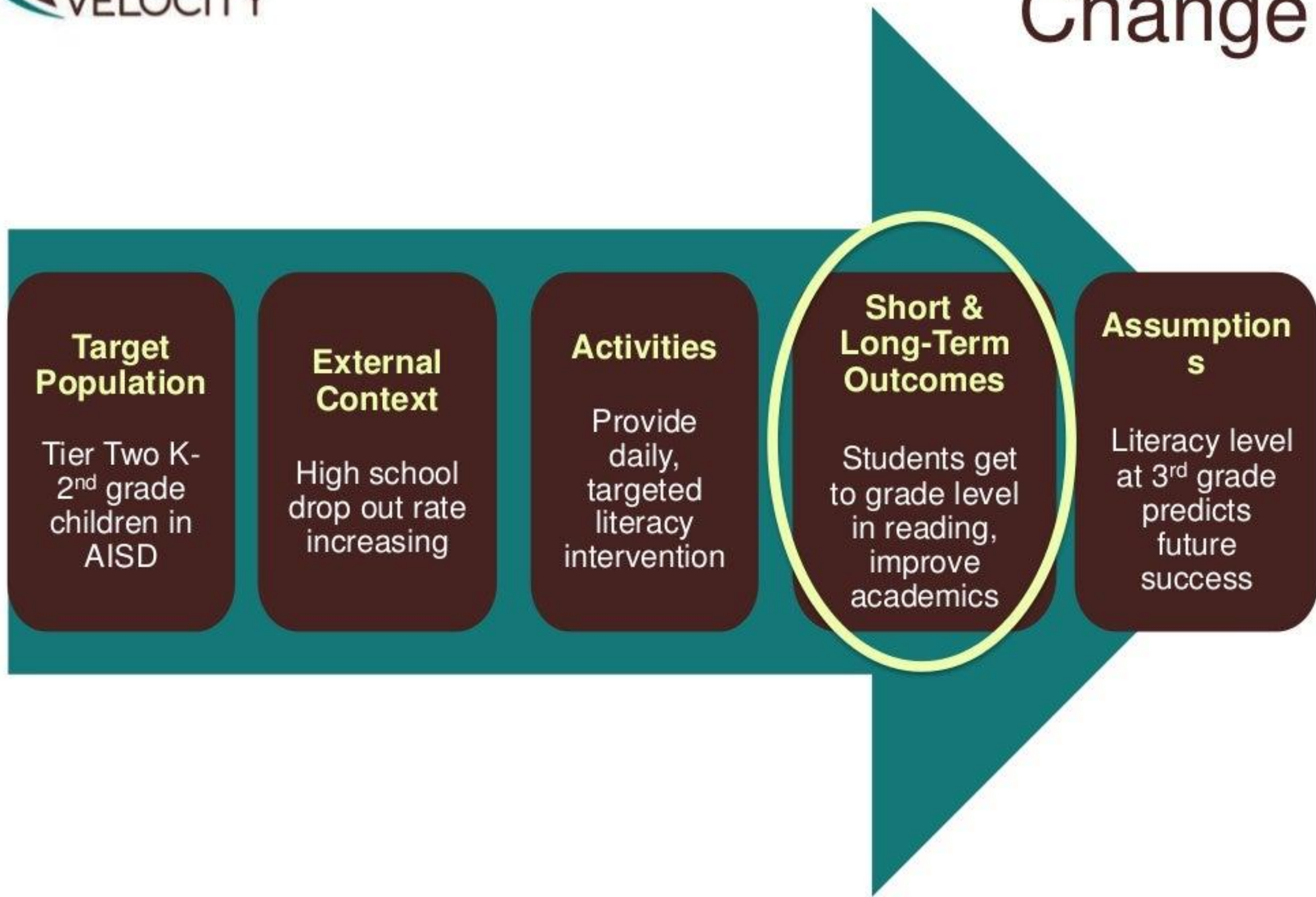
Organization
Goals





2. Engages Board & Staff

The Theory of Change



2016 Operational Plan

Goal	Objective	Lead	Milestone	Checkpoint (monthly, or quarterly, etc)
1. Parents	1. Marketing Strategy	Bob	Written strategy	Outline by March 2016; market research by June 2016; Draft by Sept 2016; Final by Dec 2016
2. Students	1. Evaluate Data	Tom	List of recommendations	List of available data Q1; Fully review data Q2; List of recommendations Q4
3. Teachers	1. Database	Mary	Database complete	List of fields by March 2016; database complete by Dec 2016
4. Revenue	1. Unrestricted Foundation	Phil	\$120K	Gift range chart Jan; Prospect list Feb; Connections Mar; Meetings set Apr; Proposals June