

| | | |
|---|---------------------------|---|
| Program We repeatedly deliver the value we create | Value Delivery | We consistently maximize the impact of the value we deliver |
| | Program Management | We manage a process that delivers the value we create |
| Team We retain and develop the best people for the success of our mission | Team Management | Our team members are meaningfully engaged |
| | Team Development | We are a place where talented people grow professionally and personally |
| | Team Recruitment | We attract and hire the best people to achieve our goals |
| Operations We continuously optimize the resources our team needs | Knowledge Management | We manage the knowledge our team needs to continuously improve their work |
| | Information Management | We manage the information our team needs to be effective |
| | Infrastructure Management | We manage the space, tools and technology our team needs to be productive |
| | Financial Management | We manage our money responsibly and efficiently |
| Engagement We cultivate relationships of long-term commitment to our mission | Grow | We maximize our supporters' level of commitment |
| | Give | We exchange value with each supporter |
| | Ask | We share with each supporter how they can add value to our mission |
| | Listen | We identify the value that we can exchange with each supporter |
| Outreach We capture the attention of people whose support we need for our mission's success | Conversion | We use a system to quickly engage with interested supporters |
| | Channels | We partner with channels that best deliver our messages to our audiences |
| | Messaging | We craft messages that best capture our audiences' attention |
| | Culture | We understand how our supporters think |
| | Audiences | We know whose support we need |
| Purpose We make it our mission to create and deliver value that will make people's lives better | M&E | We measure progress towards our goals and our impact on the lives of the people we serve |
| | Board Management | We have the right Board members committed to carrying out our mission |
| | Sustainability | We identify how we will create and deliver value for as long as the people we serve need it |
| | Governance | We create and follow internal rules |
| | Compliance | We act in accordance with the law, rules and regulations that govern us |
| | Planning | We develop strategic and annual plans and goals |
| | Value Creation | We produce a solution, resource, or opportunity that improves people's lives |
| | Comprehend | We understand the circumstances of the people we serve, and our mission's impact |

Nonprofit Business Management Framework

