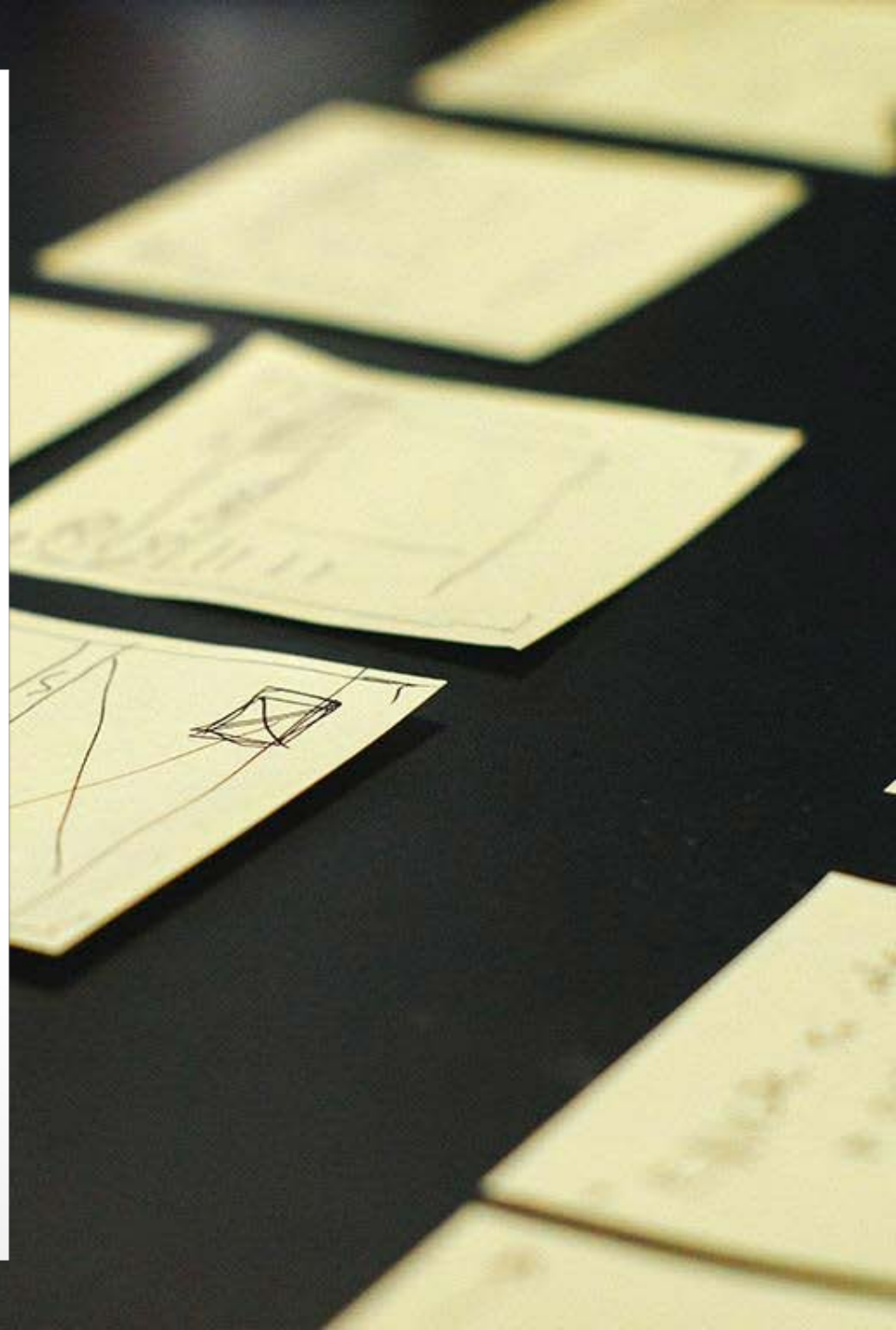


Program Planning for Nonprofits

Dave Tinker, CFRE, FAFP



Think of one or two words to describe a new program you would like to create or expand at your organization

What We Will Go Over

- Framework for planning programs
- How to include partners
- Logic Models

Framework

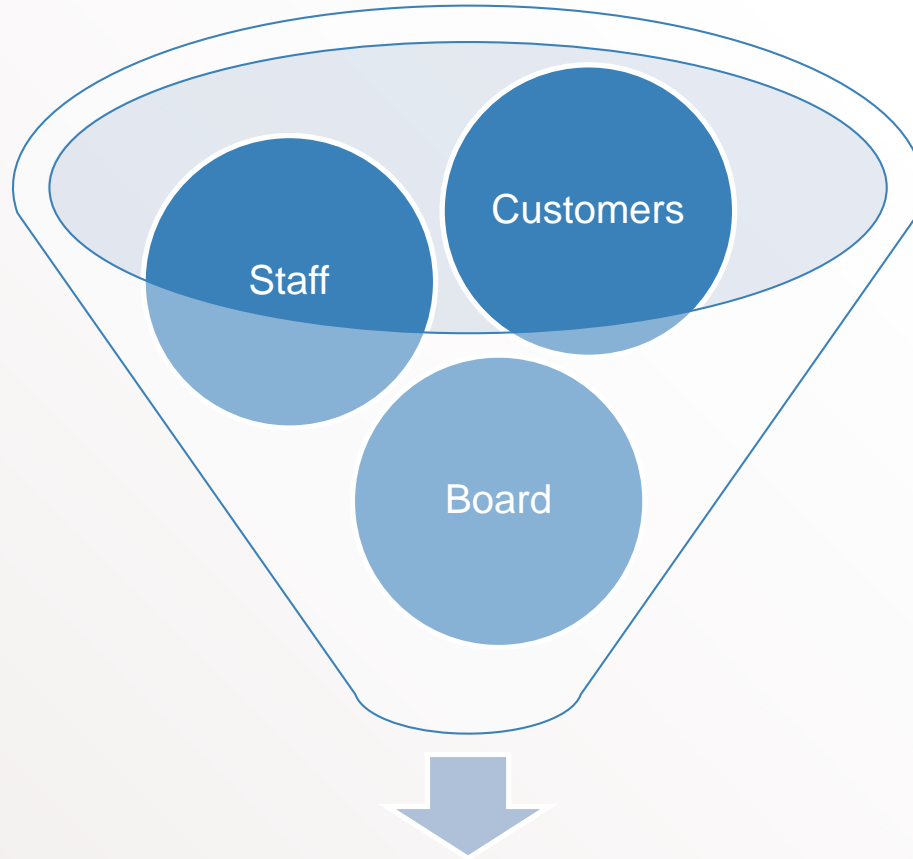
- Title
- Executive Summary
- Vision and Logic Model/Theory of Change
- Background
- Goals, Action Steps, Outcomes
- Program Structures and Partners
- Fundraising Plan
- Evaluation

One finger cannot lift a pebble

- Hopi proverb



Input

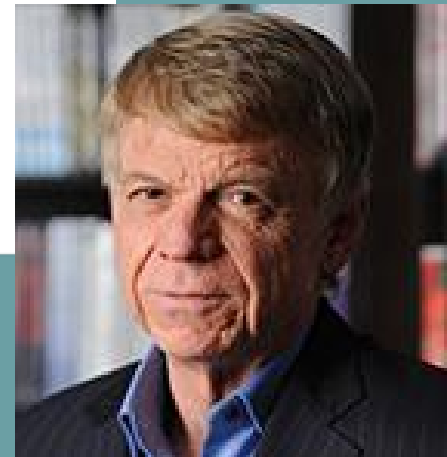


Program

“

▪ “Leaders establish the vision for the future and set the strategy for getting there.”

▪ John P. Kotter

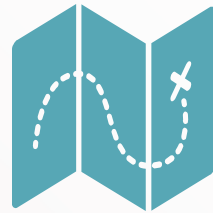


Kotter Change Model

1. Establish a sense of urgency.
2. Form a powerful coalition.
3. Create a Vision.
4. Communicating the Vision.
5. Empowering others to act on the vision.
6. Planning for and creating short term wins.
7. Consolidating improvements and producing still more change.
8. Institutionalizing new approaches

Kotter Change Model





Logic Models

Visual graphic depictions of a step by step process to achieve a desired goal.

Anatomy of a Logic Model

- Situation (Program)
- Inputs
- Outputs
- Outcomes
- External Influences

Let's Make a Logic Model

- Break into small groups
- Create a Logic Model for a new program
- Use Logic Model Handout
- Report Back



What We Went Over

- Framework for planning programs
- How to include partners
- Logic Models

Thanks!

Any questions?

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