

# Organizational Effectiveness for Public Charities

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## Agenda

As public charities face economic headwinds and regulatory and public scrutiny, organizational leadership can focus on these key areas to maximize effectiveness:

- Strategic Planning
- Governance
- Sustainable Revenue
- Safeguarding and Leveraging Important Relationships

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## ORGANIZATIONAL EFFECTIVENESS: *What is it?*

- Ability to fulfill nonprofit's mission and achieve strategic/program goals.
- The extent to which an organization has met its stated goals and objectives ... and how well it performed in the process.
- A social construction – an achievement by organizational agents and other stakeholders in convincing each other that an organization is pursuing the right objectives in the right way.
- Financial sustainability, leadership succession planning, adaptability, and strategic planning.

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## ORGANIZATIONAL EFFECTIVENESS

Two ways to examine effectiveness:

- How is the nonprofit run?
  - What is its structure, including staff, facilities, and resources?
  - What are its systems?
  - What are its policies?
- How are the nonprofit's services delivered?
  - Are the services provided with quality?
  - Is the nonprofit providing the services that it said it would?

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## ORGANIZATIONAL EFFECTIVENESS

You must have a strong board,  
because without one, sustainability  
and effectiveness go out the window.

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"Organizational Effectiveness for Public Charities: PART 1"