

Nonprofit Effectiveness

Measuring nonprofit success consists of three major criteria: client satisfaction, community benefit, and image in the community. Statistically significant explanations of nonprofit effectiveness include:¹

- Rating of the organization as innovative, helpful, fair and trusted
- Pride in the organization
- Competence of the executive director
- Rating of the disciplinary process
- Rating of past reform as having made the job easier to do, reducing the need for further reform, and producing fewer layers of management
- Access to information, training, enough staff, and technology
- Rating of the hiring process as fast and simple
- Competence of middle-level employees
- Competence of the board

Mission Lift will efficiently assist your organization in developing a strategic plan by ensuring the time and money committed to the process will certainly pay off in the outcomes that are produced.

¹ Based on a study cited in: Grobman, G.M. (2004). *Introduction to the Nonprofit Sector: A Practical Approach for the 21st Century*. White Hat Communications.