



PROJECT EXAMPLES

Nonprofit Management and Organizational Development

Leadership Development

- Offer an executive coaching session to an organization's leadership
- Provide insight and advice on specific questions related to leadership development

Organizational Management

- Draft a basic SWOT analysis for an organization
- Provide guidance on succession planning
- Identify specific opportunities for an organization to expand or scale a program or initiative

Strategic Planning/Performance Metrics

- Provide guidance on program evaluation tools
- Discuss key objectives and strategies for reaching organizational goals or assist in identifying one or two key strategic initiatives for the organization
- Revise vision and/or mission statements
- Review and provide insight on a strategic plan or things to consider before starting a strategic planning process

Volunteer Management

- Suggest ways to improve volunteer recruitment efforts
- Provide input on volunteer orientation materials
- Offer best practices and assistance with an organization's volunteer management practices

Development

- Draft a membership strategy to identify the appropriate audiences for your organization (individual, corporate and/or foundations)
- Provide guidance on cultivating prospective supporters including individuals, foundations or corporations
- Research prospective supporters that match the organization's mission and values, including individuals, foundations or corporations
- Review donor correspondence tools (e.g. letters or proposals) and provide feedback or write a draft of a sponsorship or appeal letter

Board Development

- Provide Board training or materials on a particular topic
- Advise on Board recruitment strategies or other Board challenges
- Assist in structuring committees, including member expectations and goals

Grant Writing

- Research applicable grant opportunities
- Draft a grant proposal template (including information about an organization's mission, strategic plan, activities and budget that can be adapted for various grant proposals)
- Edit a grant narrative

Business and Financial Operations

Accounting

- Review monthly cash flow statements and other key financial metrics to review and provide suggestions on financial management practices
- Assist with tax questions

Financial Planning

- Outline a basic plan for an earned revenue strategy
- Perform a true cost analysis to identify the costs of delivering a specific program/service



PROJECT EXAMPLES

Budget Development

- Review or develop a program or project budget

Real Estate

- Help identify a new location, based on the organization's needs, budget and target audience
- Review a lease for an organization

Human Resources

- Assess an organization's current HR and talent management practices and/or offer a plan to solve specific HR challenges
- Assist in answering questions regarding payroll, timesheets, benefits, employee information, recruiting and hiring, training or performance management
- Review job descriptions and/or offer strategies on recruiting top talent
- Offer resources and insight on interview processes and/or performance reviews
- Advise on compensation and incentives to discuss monetary and non-monetary rewards to boost employee satisfaction

Legal

Legal Services

- Assist with development, review or refinements of hiring/firing, compensation and volunteer policies
- Review an employee manual or assist in drafting an employee manual
- Offer a roadmap to protect your organization's assets, including copyrights, trademarks and industrial design
- Assist in navigating legal issues related to real estate (e.g. reviewing documents, insight into the process, etc.)
- Review a contract or MOU

Marketing and Media

Data Analysis/Database Management

- Provide training on a specific software tool (e.g., Razor's Edge, Salesforce, etc.)
- Analyze an organization's currently available data
- Analyze an organization's current distribution list and offer recommendations on how to build the list

Event Planning

- Share options for registration software
- Draft an event itinerary
- Review an event format and provide suggestions for improvement
- Suggest event spaces that fit the nonprofit's vision and budget
- Research potential service providers, such as caterers or DJs
- Solicit 1-3 donations for an event auction

Film production and editing

- Produce a 1-3 minute video for an organization
- Edit an organization's already-produced piece
- Brainstorm concepts for a short video campaign

Focus group facilitation

- Draft focus group plan and questions
- Moderate an organization's focus group sessions

Graphic Design

- Lay out an organization's annual report
- Design a marketing material for your organization (poster, online newsletter format, brochure, banner image, event program, PowerPoint template, merchandise or other)
- Create or revise an organization's logo
- Create a sponsorship packet for potential donors



PROJECT EXAMPLES

Marketing

- Provide input on rebranding efforts for the organization
- Provide feedback on logos or marketing materials
- Offer insight on which vehicles might be most effective for the organization's marketing goals (such as social media, direct mail or PR)
- Identify content or topics to use in an email newsletter or on social media
- Revise or update a marketing plan
- Attend a marketing meeting with staff to provide input or brainstorm concepts to incorporate
- Advise on messaging and brand strategy to articulate key messages about an organization
- Advise on SEO strategies

Photography

- Take photos at an organization's upcoming event
- Help create a coordinated photography campaign

Public Relations

- Review an organization's press kit and provide suggestions
- Draft a press release
- Generate a media list appropriate to the project
- Assist in reaching out to connections at media outlets
- Advise on PR tools to execute PR strategies
- Identify the target audience for an organization's message
- Help plan a publicity strategy or campaign
- Revise or draft a direct mail piece
- Edit an end-of-year fundraising appeal letter
- Provide media training
- Draft an editorial/PR calendar

Social Media

- Draft a social media plan
- Set up a Twitter, Facebook or Pinterest account and plan for managing the account
- Create a social media campaign for an upcoming event
- Assist in collecting and analyzing social media metrics
- Brainstorm content ideas to better engage your audience

Copyediting

- Edit written content and craft new messaging that connects emotionally with target audience

Translation

- Translate specific materials for an organization

IT

- Assess an organization's technological infrastructure and identify needs
- Assist in scoping a tech project and identifying potential resources
- Offer guidance on a specific hardware issue

Web Development

- Provide feedback on an organization's homepage or navigation structure
- Provide a roadmap for a website renovation process or provide insight into a platform that might meet the organization's needs
- Assist in setting up and/or analyzing web analytics
- Update several website pages or train nonprofit staff to perform basic content updates