Suggested Skills by Project Type

Strategy Projects:

Business Plan Development
*Develop of a business plan for a specific program or initiative, including conducting financial analysis and projections, and identifying the operational, marketing, and HR considerations and benchmarks for successful implementation.*


Strategic Plan Development
*Develop or update a strategic plan for the organization, including conducting an environmental scan/market analysis, facilitation of organizational goals and priorities and documentation of operational plan to achieve these goals.*

✓ Skills: Project Management, Business Analysis, Strategic Analysis, Strategic Planning, Copywriting, Market Research, Financial Modeling

Strategic Plan Preparation
*Develop a report that analyzes the nonprofit’s operating environment using interviews with relevant parties and market research, and create an opportunity map that connects the organization’s strengths and weaknesses to internal and external opportunities and threats (SWOT analysis).*

✓ Skills: Project Management, Strategic Planning, Market Research, Strategic Analysis

Program Evaluation
*Test whether an organization’s program is achieving its desired outcomes and generate recommendations for improvements.*

✓ Skills: Project Management, Benchmarking, Market Research, Research and Data Analysis, Forecasting, Metric or KPI Development, Survey Design & Development, Strategic Analysis, Strategic Planning
Finance:

Cost-Benefit Analysis
Quantify the costs and benefits of a strategic decision such as determining the next city for organizational growth or defining the most cost-effective fundraising strategy


External Scan
Assess the benefits and drawbacks of entering into a new market or venture by analyzing the marketplace and providing the nonprofit with recommendations on pursuing the venture

- Skills: Project Management, Financial Analysis, Strategic Planning, Market Research, Market Analysis, Competitive Analysis, Financial Forecasting, Finance Generalist

Financial Modeling
Produce an interactive financial model that analyzes the true costs of running an existing program, or launching a new service, to help the nonprofit make future decision on program pricing, cost, and scale.


Revenue Diversification Assessment
Assess an organization’s current revenue streams and how to best diversify them to reduce risk.

Financial Systems Assessment and Development
Assess an organization’s current financial management systems and provide a set of recommendations for tools needed to effectively manage the finances of the organization, including possible development of 1-2 of these tools (i.e. Organizational Budget, Cash Flow Statement, and Income Statement)


Human Resources:

Personnel Policy Development
Create an employee handbook for the organization with detailed documentation about personnel policies. Please note: the members of the team must have significant experience in employment law.


Recruiting & Hiring Process
Work with key nonprofit staff to craft a job description and write interview questions the organization can use when hiring a new employee.


Performance Review Development:
Revamp the annual performance review process for employees of the nonprofit organization, including defining an annual goal-setting and performance review process.


Benefits and Compensation Review:
Conduct research to determine average salaries and benefits offered by similar nonprofits and present findings to nonprofit executives.

Marketing:

Collateral Development
Revamp marketing collateral to create a visually appealing and consistent message. Examples of such projects include: brochures, annual reports, e-newsletters, or digital marketing.

Skills: Project Management, Brand Activation, Copywriting, General Marketing, Communications, Content Development, Audience/Message Segmentation, Graphic Design, (if collateral is digital - Website/User Experience, SEO, Optimization)

Collateral Assessment:
Analyze existing collateral for consistency of look and feel and provide recommendations to create greater alignment across the marketing portfolio.

Skills: Project Management, Brand Activation, Copywriting, General Marketing, Communications, Graphic Design, Audience/Message Segmentation

Brand Attributes Guide
Define and document a nonprofit’s brand attributes such as target audiences, audience characteristics and attributes, and communications tone.

Skills: Project Management, General Marketing, Communications, Brand Activation, Audience/Message Segmentation, Copywriting, Market Research

Market Research
Conduct a peer (competitive) analysis, focus groups and/or interviews to help a nonprofit understand and define their positioning in the marketplace.

Skills: Project Management, Audience/Message Segmentation, Market Research, Business Analysis, Communications, Brand Activation
Digital Communications Plan
Craft an integrated digital communications plan (may include website, blogs, social media, email, or other online channels and platforms) and generate key recommendations, focusing on bringing together consistent content approach, design, and user experience.

- Skills: Project Management, Digital Marketing, Communications, Social Media, Website/User Experience, Audience/Message Segmentation, SEO & Site Optimization, Copywriting, Brand Activation

PR Strategy
Provide an assessment of the organization’s current public relations strategy (if one exists) and craft a framework for media cultivation and distribution, including identifying and developing priority press relationships and crafting a few relevant media messages, such as talking points, a press release, etc.

- Skills: Project Management, PR, Media Management, Copywriting, Communications, Digital Marketing, Social Media, Audience/Message Segmentation

Sales:

Defining an Organizational Pitch
Craft a foundational messaging platform (positioning statement, tagline, and key messages) and then tweak that messaging platform to target the different, unique audiences of the nonprofit organization. Once that messaging is defined, outline the metrics that support each set of messages and train key internal stakeholders to use the new messaging.

- Skills: Project Management, Strategic Planning, Brand Activation, Copywriting, General Marketing, Communications, Messaging, Content Development, Audience/Message Segmentation, Acquisition Marketing, Training & Facilitation

Sales Forecasting
Create structure around a nonprofit’s charitable contributions or earned income revenue stream by categorizing the different stages of the sales process, assigning metrics and forecasting tools to each stage, and coaching internal stakeholders on how to translate ambiguous conversations into tangible forecasting.

Product Creation
Support a nonprofit in developing product as part of an earned income revenue strategy.
Project could include conceptualizing product, identifying key audiences, crafting packaging
(i.e. messaging, pricing, etc.) and a bring-to-market strategy.

✓ Skills: Product/Project Management, Strategic Planning, Sales Strategy, Market
Research, Training & Facilitation, Identity & Branding

Operations:

Internal Process Optimization
Create a process map and analyze ways to generate greater efficiency across multiple programs and services.

✓ Skills: Project Management, Business Analysis, Process Mapping, Process Improvement, Organizational Design, Strategic Planning, LEAN Six Sigma a plus

Information Mapping
Diagram and document methods for tracking and managing information across an organization, using flow charts, documentation from the nonprofit, and job descriptions.

✓ Skills: Project Management, Business Analysis, Strategic Planning, Information Mapping

Technology:

Application Development
Add new functionality to an existing application, or create a brand new application, that helps a nonprofit engage its key constituents more effectively.

Website Development
Add new functionality to an existing website, or create a brand new site, that helps a nonprofit engages its key constituents more effectively.


Network and Security Implementation
Develop a network that protects files against intruders, connects multiple offices to the same central file system, or builds networking infrastructure that facilitates office expansion.

✓ Skills: Project Management, Data Security Specialist, Data Management Specialist, Infrastructure Analysis, SQL Servers, Desktop Technician

IT Infrastructure Assessment & Strategic Roadmap
Develop recommendations for changes or improvements to the organization’s IT infrastructure to ensure stability and security and craft a 3-5 year strategic IT Infrastructure Investment roadmap.


Office 365 SharePoint Configuration and Migration
Create and configure a new Office365 SharePoint site and develop a strong, comprehensive migration plan to guide future migration of the organization’s data.

✓ Skills: Project Management, Business Process Analysis, Data Management Specialist, Front-end Application Development, Training & Facilitation, Experience with Office 365 SharePoint a plus

Data Management Pipeline Assessment:
Develop and document a strategic, well-organized, and scalable approach to data collection and analysis, and the visualization and presentation of complex data models.

✓ Skills: Project Management, Data Management Specialist, Technology Vendor Selection, Process Analysis, Cloud Computing, Application and Database Development, Integration Generalist, Data Reporting & Visualization
Database Development
Develop a database that manages program participants, improves fundraising efficiency, or generates statistics for funders.


Salesforce Expansion & Reporting
Assess the organization’s current Salesforce usage and create a strategic plan for expansion and more sustainable reporting measures.