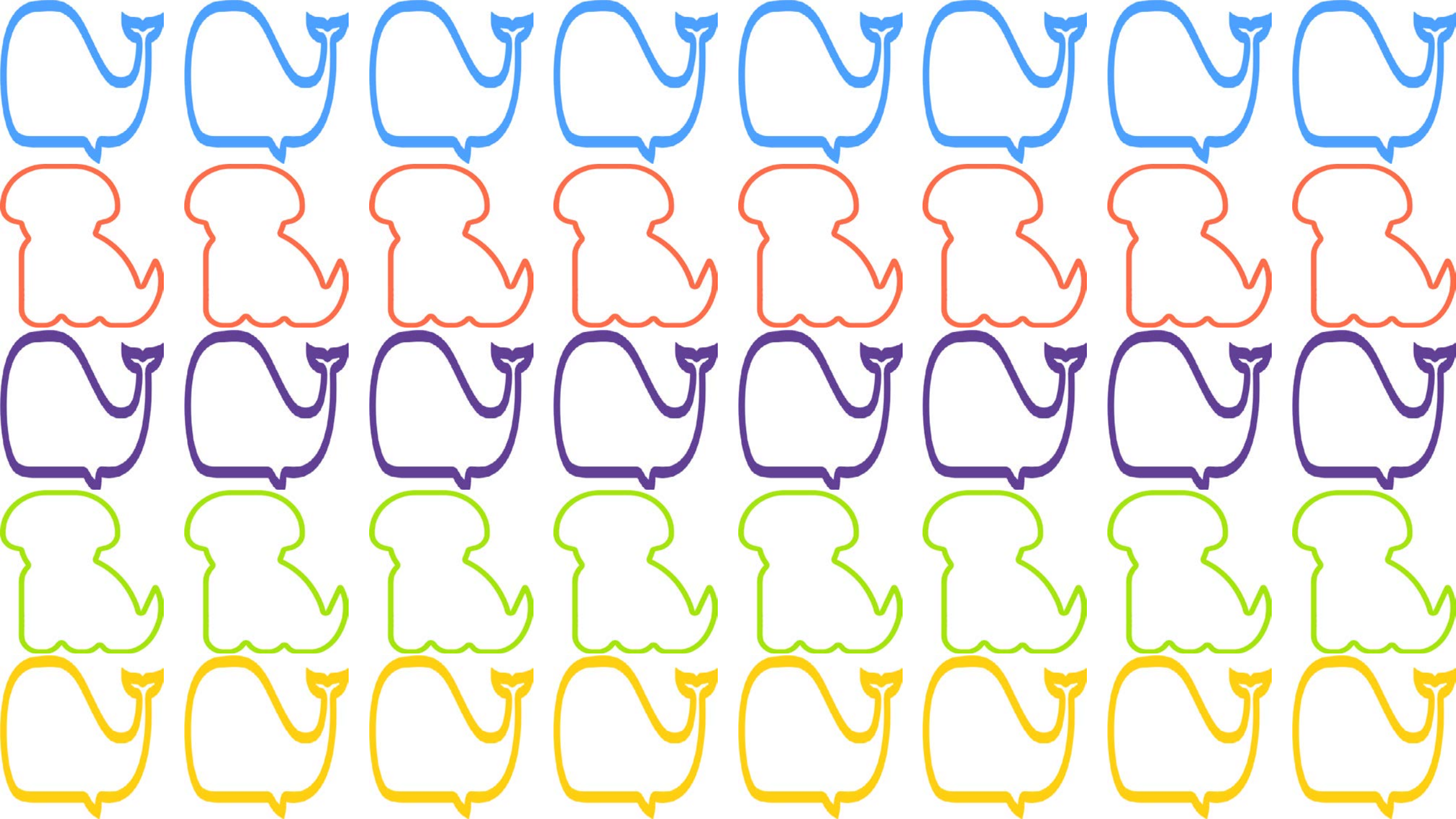
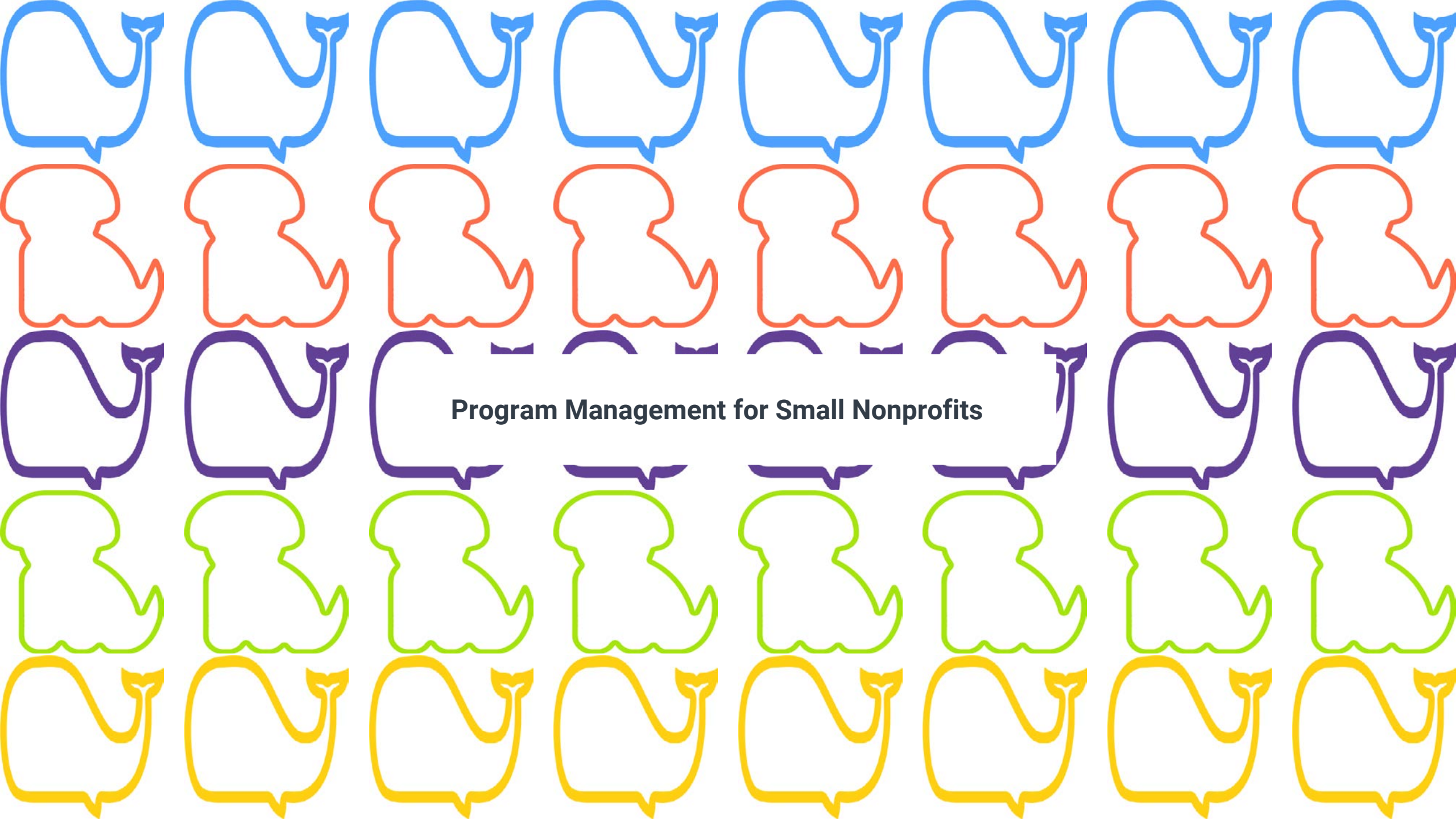


TINY

OPERA  HOUSE





Program Management for Small Nonprofits

[Origin story]

Building High Impact Programs

**Programs are activities designed to
achieve parts of your mission**

**You can have multiple programs achieving
different parts of your mission**

**Some parts of you mission may not yet
have any programs**

**Your goal is to have some program helping
you achieve each part of your mission**

Key adjectives for a successful program

Authentic

Authentic

Programs that are genuine and address real, direct, and improvable problems with a comprehensive and cohesive approach

Authentic

Programs that show a holistic understanding of an issue and direction on how to solve it

Specific

Specific

Programs that address specific needs, are focused, have defined objectives, and tackle smaller parts of bigger issues

Engaging

Engaging

Programs where stakeholders can see themselves in the work and how their contributions are making a difference

Important questions to ask yourself

Do I have the credibility to address these problems in this way?

**Do I have the right team of volunteers,
partners, and board members?**

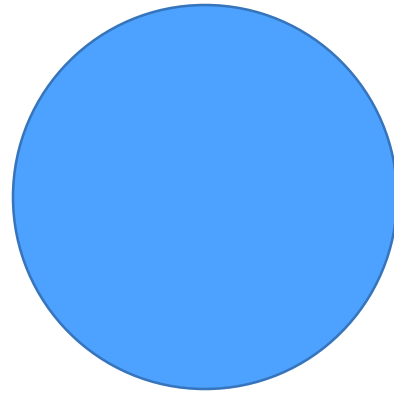
What is the unique value can I add?

**Who else is doing similar work
in my community?**

Can I really pull this off?

Concentric program model

Concentric program model



Concentric program model

What's
the point
of this
program?

Concentric program model



Concentric program model



Concentric program model



Concentric program model



Concentric program model



Concentric program model



Concentric program model

Everything starts with strategy

Concentric program model

Everything starts with strategy
is my favorite thing to say

Concentric program model

Everything starts with strategy

Other thoughts on programming

Start small

Before you help 1,000 people

**Before you help 1,000 people
you have to help 1**

Leveraging your size

Leveraging your size
Lean in to authenticity and specificity

Leveraging your size
Lean in to authenticity and specificity
and impact per dollar

Innovation cycle

Innovation cycle

Try something, measure, adjust, repeat

Or you can steal ideas from other people

**Or you can steal ideas from other people
Research, build connections, incorporate
what other people are doing well**

Planning timeline

Planning timeline

A lot needs to happen to make a great program - make sure you give yourself enough time

Designing programs that engage multiple stakeholders

Designing programs that engage multiple stakeholders

Donors, public, media, target population

Leveraging partnerships to get ahead

Leveraging partnerships to get ahead
Partnerships can give you capacity that you
don't have on your own

Measuring Your Impact

The current state of impact measurement

**The current state of impact measurement:
Metrics are mostly made up**

Metrics are mostly made up because

Metrics are mostly made up because

They are difficult to verify (no audit function)

Metrics are mostly made up because

They are difficult to verify (no audit function)

No easy comparability between orgs

Metrics are mostly made up because

They are difficult to verify (no audit function)

No easy comparability between orgs

They're used mostly in marketing or grants

This is not a perfect science

**Only recently has anyone tried to
verify and standardize program metrics**

Real numbers vs enhanced numbers

Real numbers:

Real numbers: Countable, provable metrics

Real numbers:

Real numbers:

Event attendance

Real numbers:

Event attendance
Population directly served

Real numbers:

Event attendance
Population directly served
Dollars raised and spent

Enhanced numbers:

**Enhanced numbers:
Real numbers x multipliers
or other estimates**

Enhanced numbers:

Enhanced numbers:

Awareness and reach

Enhanced numbers:

Awareness and reach
Economic impact

Enhanced numbers:

Awareness and reach

Economic impact

Hotel nights (heads in beds)

**Larger and more established nonprofits are
much better at enhanced numbers
than the rest of us**

Best approach for small nonprofits

Document everything

**Document everything
because you don't really know what
numbers are going to be valuable**

Build a list of every number that you can think of that you can measure and start keeping track of them

Use a financial management system that tracks numbers by program, donor, and grant (like.. Tiny Opera House!)

**Look at similar organizations and how they
are reporting their impact**

**Look at similar organizations and how they
are reporting their impact,
especially in the report notes**

**Think about who you are reporting to and
what numbers matter to them**

**Use your numbers to tell a story of the work
you're doing**

Also a lot of googling to find multiples and other estimates that orgs in your mission area are using

Program Evaluation

Metrics vs Evaluation

Output vs Outcome

**Are your programs having the desired
impact on your target population?**

This is mostly a survey game

**Regular measurement and feedback should
be part of your nonprofit dna**

**How you evaluate programs depends on
your mission area**

Some good resources for structuring surveys

www.performwell.org

Area nonprofit associations

Online survey tools

**Just keep focus on evaluation that helps
your work**

How

TINY
OPERA  HOUSE

Can Help

Webinars and workshops

Office hours and consultations

**Tiny Opera House platform can give you
numbers mastery for your metrics**

Questions?

Thank you!

T. Hampton Dohrman
hampton@tinyoperahouse.com
619.738.0850
@thamptondohrman

