

# Capacity Building Matrix

Tabulation

## Development

Shopping list includes website redesign, increased social media presence, earned media strategies, email and paper newsletters, program brochures, annual report

	No value	Meh . . .	Worth a try	Helps a lot	Must do!	Score!
Add part-time staff				3	3	27
Engage the board		1	2		3	23
Build an in-house team		1	2	2	1	21
Use contract developer	1	1	1	2	1	19
Make an annual plan	1	2		2	1	18
Engage contract grant writer	1	2	2		1	16
Use volunteers	1	3	1		1	15
Engage planning consult	3	2	1			10
Go for volume online				1	1	9

<b>Best ideas I heard</b>	1
<i>see below</i>	2
	3
<b>Forget about it</b>	1

How much would you invest?	\$5,000	\$10,000	\$20,000	\$30,000	\$50,000	Total
Part-time staff		1	3	1		\$100,000
Contract grantwriter	2	1		1		\$50,000
Contract developer	2			1		\$40,000
Software / automation	2	1				\$20,000
Other*		1				\$10,000
Planning consultant						\$0
Ongoing consultant						\$0

<b>First best idea</b>	Grow the board	1
	Create junior board of young professionals	1
	Focus on Good Giving Challenge	1
	Hire an administrative assistant	1
	Convert staff reports into quarterly email newsletter	1
	Expand board with a "give or get" pledge	1
	Hire a part-time person for development and communications	1
	"In the moment" email blasts re policy changes, reform efforts	1
	Engage the board	1

<b>Second best idea</b>	Part-time Communicator/Developer	2
	Focus on donor development	1
	Contract developer to coordinate law firm campaign	1
	Increase Rich's advocacy time by hiring dev or admin assistant	1
	Contract developer	1
	Create junior board of young professionals	1

<b>Third best idea</b>	Young donors	1
	Encourage board donation of time and money	1
	Contract grant writer	1
	In-house, consistent flow of staff reporting for communications, \$	1

<b>Forget about it*</b>	Using volunteers	1
	Fundraising events: there are more efficient uses of time and money	1
	Temporary contact event coordinator	1

\* add young lawyers to the board