

Capacity Building Matrix

Name (optional): _____

Communications

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!
Do more!	2	1	5	3	3	44
Have a plan			2	7	8	74
Engage a consultant	1	4	9	3		40
Use independent contractor	1	4	7	3	1	39
Add part-time staff		5	9	2		35
Distribute the work	2	7	3	2	2	29
Automate the work		6	3	5	2	39
Use students	2	3	9	1	1	38
Use volunteers	4	4	5	1		23

Best ideas I heard

1 _____

see below

2 _____

3 _____

Forget about it

1 _____

How much would you invest?	\$5,000	\$10,000	\$20,000	\$30,000	\$50,000	Total
Website redesign	7	4	1			\$95,000
Planning consultant	8	2	1			\$80,000
Ongoing consultant	5	3	1			\$75,000
Independent contractor	2	6	1			\$90,000
Part-time staff	2	3	7			\$180,000
Software / automation	7	2				\$55,000
Other						\$0

First best idea	Youtube	1
	Statewide communications employee	8
	Part-time staff	2
	Community education function	1
	Do more	1
	Engage a consultant -- ask questions before	1
	Prioritize communications staff	1
	Statewide communications office	1
Second best idea	Part-time staff	2
	Have a plan: editorial calendar	1
	Monthly email newsletter	1
	Front-end investment of communications > increased donations	1
	Staff it	1
	Have a plan	1
	Hire a communications developer part-time	2
	Communicate activities that donors become more aware	1
	Consider sharing a communicator	1
	Use social media extensively	1
Third best idea	Weekly media updates	1
	Community education	1
	Monthly themes	2
	Include money in grants / partial grant funding	3
	Do more	1
	Use independent contractor	1
	Develop a plan of frequency of communications . . .	1
	Add part-time staff (social justice/legally minded individual)	2
	Develop plan	
Fourth place write-ins	Electronic newsletter	1
	Build in communication as part of grant	1
	Do more -- don't continue the status quo	1
	Use local students in software and coding for website upgrade	1
	Develop plan	1
Forget about it*	Doing nothing	1
	Distribute communications work among staff	3
	Independent contractor	1
	Use volunteers	2
	Social media guru	1
	Engage a consultant	1

** some of these may have been fourth place rankings*