Section 2.3 Activities

Activity 2.3.1 Map Your Organisation's Programs, Services, and Activities

Complete an organisational track record. Construct a database/table listing previous and current activities, services, and programs. Describe each entry's features, objectives and outcomes, duration, location, and:

- The resources involved

- Who the target population was and how many were involved

- Why the activities/program were provided

- Who the funding body was

- Whether any partners were involved.

Where possible, provide both qualitative and quantitive information to highlight the outcomes and benefits of previous activities.

Project	Funder	Partners	Duration	Target Population	Activities & Features	Objectives	Outputs & Outcomes

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Activity 2.3.2 Measuring Success

Critical Success Factors or Key Result Areas

What are your organisation's critical success factors?

Does your organisation measure its critical success factors?

YES   NO

How does your organisation measure its critical success factors?

What are the results? Present supporting documentation.

Quality Assurance & Accreditation

What mechanisms do you use to know if the programs and services you provide are effective and appropriate?

What indications of success can you provide? List both quantitative and qualitative measures of outputs and outcomes.

Activity 2.3.3 Develop Your Success Stories

Previous work, staff development, collaborative efforts, community awards and recognition are important components of your organisation's overall uniqueness . You need to develop:

❯ A method of recording your organisation's success stories

❯ Promoting your organisation's success stories to your funders, partners, and the community.

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Activity 2.3.3 Develop Your Success Stories (cont.)

To develop success stories, read the Centers for Disease Control and Prevention's *Impact and Value: Telling your Program's Story* - http://www.cdc.gov/oralhealth/publications/library/pdf/success_story_workbook.pdf - and follow the instructions. Consider the questions below to formulate the success stories for your audience's perspective.

Who is the primary audience(s) for your success story?

What is important to them?

What do they care about?

What type of outcomes will be meaningful to them?

How will they use your success story?

Once you have developed some success stories, develop a promotional plan to highlight your organisation's success (see Activity 2.3.4).

Activity 2.3.4 Develop a Promotional Plan

Promoting your organisation's success and values is critical to:

- ❯ Enhance your organisation's community connectedness

- ❯ Attract volunteers and appropriate Board members

- ❯ Increase your funding base.

Activity 2.3.4 Develop a Promotional Plan (cont.)

Your Community Connectedness

Prior to developing your promotional plan, assess your organisation's community connectedness. For each of the questions below, rate your organisation from 1 (very poor) to 5 (excellent). Write down the 'evidence' for your answer and also assign a task to improve your future score.

How well is the work that we do known in the wider community?

Do we need to attract more volunteers?

Do we need to attract appropriate Board members?

Are we accountable to our community, funders, consumers, and staff?

Is there a possible funding body that is unaware that we exist?

Do we have a negative image that we need to turn around?

How Will Your Organisation Increase its Community Profile?

To increase your sources of funding, organisations should develop a plan to promote your organisation.

Does your organisation have a promotional plan?

YES   NO

If yes, write the activities your organisation undertakes to increase its community profile. If no, read the Civicus toolkit, *Promoting Your Organisation,* available from
http://www.civicus.org/new/media/Promoting%20your%20organisation.doc**,
and complete the table on the next page.**

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Activity 2.3.4 Develop a Promotional Plan (cont.)

Who do we need to communicate with?	Why do we want to communicate with them?	What do we want to communicate with them about?	How will we communicate?	When/how often? How will we distribute?	What will it cost?	Who is responsible?	How will we monitor and evaluate success

Activity 2.3.5 Conduct a SWOT Analysis

Conduct a SWOT analysis to identify the strengths, weaknesses, opportunities, and threats which may impact your organisation.

Use your SWOT analysis to identify:

- ❯ The positive, unique qualities and successful experiences your organisation and its personnel possess. This information may be used to inform the Demonstrating Your Organisation's Strengths (p214) section of your application

- ❯ The areas which may be lacking in your organisation with a view to either remedying these deficiencies through external opportunities (e.g., funding/collaboration) or internal restructuring

- ❯ The external changes which may impact your organisation's mission, vision, and strategy and influence the ideas you cultivate in Developing a Proposal (p131).

Internal	*Strengths*	*Weaknesses*
	What are your strengths?	What are your weaknesses?
	What do you do better than others?	What do your competitors do better than you?
	What unique capabilities and resources do you possess?	What can you improve given the current situation?
	What do others perceive as your strengths?	What do others perceive as your weaknesses?
	Are you planning to do something that will bring significant change?	

External	*Opportunities*	*Threats*
	What trends or opportunities may positively impact you?	What trends or conditions may negatively impact you?
	What opportunities are available to you?	What are your competitors doing that may impact you?
		Do you have solid financial support?
		What impact do your weaknesses have on the threats to you?
		What impact do your strengths have on the threats to you?

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