

CNL Nonprofit Sustainability Clinic

Clinic Objectives

This comprehensive clinic will give any nonprofit the framework they need to develop strategies and decisions to assure your organization survives and thrives with strong impact on those you serve. Participants will receive templates and tools to implement it and help leaders address the challenges inherent in balancing mission impact with financial viability.

Nonprofit sustainability lies at the intersection of exceptional impact and financial viability.

- This clinic offers nonprofit professionals and board members a step-by-step guide to move your organization towards this intersection.
- Introduces "The Matrix Map", an accessible framework that combines financial and programmatic goals into an integrated strategy.
- In the clinic we will provide the details of an effective process to develop a meaningful Matrix Map and engage leadership in setting an organization's strategy.

Nonprofits that thrive in today's environment are adaptable with a clear understanding of their impact and business model.

- This clinic offers nonprofit boards and staff a framework to do so.
- Drawing on participants' experience, the clinic will provide an easy-to-follow process complete with tools and templates to help organizations visualize their business model and have the conversation about what's working and not working in their organization.

Take-Aways

- The clinic is based on *The Sustainability Mindset*, written by the coauthors of the groundbreaking book *Nonprofit Sustainability*
- The clinic will provide:
 - Step-by-step guidance for creating a Matrix-Map, a visual representation of an organization's business model
 - Tools to help organizations assess how each of their programs contributes toward their desired impact and their financial bottom-line.
 - Numerous examples of how The Matrix Map helps nonprofits with strategic decision-making