

## **Run Your Organization Like A Business – It Is One**

A great many non-profit organizations don't consider themselves a business. After all, a non-profit is interested in meeting a community need, not in making money. But, if a non-profit is run well, on sound business principles, it will be able to deliver more services, more efficiently and targeted to more of your core constituency in a more effective way.

Balance is the key between mission and profitability. If you stray too far from profitability, you can't afford to deliver your mission effectively. If you focus only on profits you end up short changing the community on your organization's mission.

Five Attributes of a well-run organization.

1. Profitability – Too many organizations are content to just balance the budget. Profits allow you to do add to your mission delivery, improve community satisfaction and make yourself worthy of additional funding from public, corporate and private sources.
2. Alignment – Look at your strategic plan...can you find it? Is it less than three years old? Is it still in line with our market? Are your organization's activities still aligned to the core concepts laid out in the plan? Is the plan tied into every job description in the organization? Does each staff member have goals that are tied to the plan? If the answer is no or I can't find it, it might be time to start again.
3. Relevancy – Are you meeting the current needs of your community? How do you know? If you have conducted focus groups or had a community ascertainment done in the last two years, you should be fine. If not, consider finding ways to see if you are still in step.
4. Transparency – Are you open with constituents? Do you have the public's trust? Are you a place where funders feel they are getting their money's worth? The more you share with constituents, the deeper the trust and the greater the likelihood that funding will follow.
5. Accountability – You are accountable to those who have invested money and time in your organization. Everyone in the organization should be accountable for goals and objectives set for them in their job description. If those goals aren't met, they can jeopardize the overall goals of the organization and community suffers.

For more information, go to [www.transformations.us](http://www.transformations.us) and check under Resources.