

# Growth Strategy Worksheet

Category	Priority					Performance					Notes
	*	**	***	****	*****	*	**	***	****	*****	
<b>Growth Category</b>											
Donors											
Dollars											
Volunteers											
Capacity to Serve											
Geographic Reach											
Grants											
<b>Rate your Growth Strategies</b>											
<b>Donor Acquisition / Fundraising</b>											
Donor Management											
Fundraising											
Direct Mail											
Mobile											
Online											
Recurring											
<b>Branding and Marketing</b>											
Advertising											
Brand Management											
Networking											
Direct Mail											
Online											
Video											
Mobile											
Social Media											
Outbound Calling											
Demographics											
<b>Organizational Performance</b>											
Education											
Professional Development / Training											
Board											
Staff											
Volunteer Network											
Partnerships											
<b>Technology and Processes</b>											
CRM											
Case Management											
Campaign Management											
Data Mining											
<b>Operational Capacity</b>											
Staffing											
Process Improvement											
Vendor Resource Management											
Financial Management											
<b>Strategic Planning</b>											
Competition and Environment											
Vision / Mission / Values											
Metrics											
Goals											
Core Competencies											
Alignment to Operation											
Communication and Support											

Instructions:

1. Rate your priorities. (Low = 1 and 2 stars. Medium = 3 stars. High = 4 and 5 stars.)
2. Rate your performance. (Low = 1 star to High = 5 stars.)
3. Look for gaps in high-priority items. Example: If you rate Data Mining five stars, but the performance is only two stars, this may be a strategy for you to pursue.
4. Focus on high-priority items with the largest gaps to create your new growth strategies.