

Strategy Development

Organizational Objectives

Strategy Development is used by organizations that:

- ◆ Need to create strategic direction for programs and services
- ◆ Are considering opportunities to grow
- ◆ Are facing significant changes in the marketplace
- ◆ Need to re-affirm their purpose, mission and competencies
- ◆ Have new leadership

DNS Associates

DNS Associates is a trusted advisor to nonprofit organizations.

Since 1982, nonprofits have relied on DNS to help them to raise money, evaluate opportunities, develop strategies, train and motivate volunteers, communicate with constituents, and use technology to improve efficiency.

Each DNS professional has many years of experience in nonprofit and business sectors.

Services

- ◆ Capital/Endowment Campaign
- ◆ Feasibility Study
- ◆ Resource Development
- ◆ Community Assessment
- ◆ Strategy Development
- ◆ Marketing & PR
- ◆ Board Development
- ◆ Technology

Description

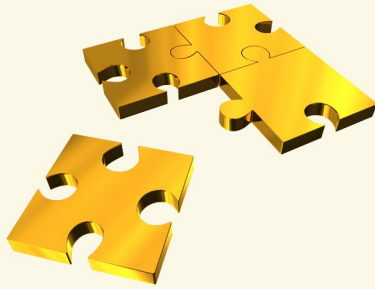
Strategy Development is a comprehensive planning process designed for nonprofit organizations. The process creates strategies for the allocation of resources to create value for your organization and gain a competitive advantage.

Strategy Development is different from most nonprofit strategic planning processes that often result in static documents that organizations cannot use. Strategy Development provides your organization with the tools to implement its strategies through a dynamic planning process that is responsive to results, and internal and external changes.

Features

The process enables the organization to allocate resources and align people to strategically-important objectives by:

- ◆ Enabling an interactive and provocative exchange among key staff and volunteers
- ◆ Identifying the core purpose, competencies and true mission of your organization
- ◆ Creating a long-term vision of the organization
- ◆ Analyzing strengths, weaknesses, opportunities and threats
- ◆ Creating key strategies
- ◆ Developing action plans based on these strategies



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- ◆ *Technology*

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Benefits

Strategy Development is a dynamic process that creates action plans, allocates resources, measures results and makes adjustments so that strategies are realized. Its framework for informed decision-making and managing change creates:

- ◆ Satisfied clients, because your organization develops better programs and services to meet their needs
- ◆ Increased return on investments made by donors
- ◆ Committed stakeholders with an understanding of your organization's purpose, values and vision
- ◆ A motivated and prepared workforce that understands your organization's objectives, how their work impacts your clients, and how results are measured

The DNS Difference

DNS Associates brings experience, skills and professionalism to every Strategy Development project and:

- ◆ Facilitates the organization's staff and volunteers to develop strategies and to translate these into practical plans for action
- ◆ Applies interpersonal skills that are highly respected by board volunteers and nonprofit staff
- ◆ Facilitates interactions and group work among board volunteers who often have diverse backgrounds, personalities and experiences
- ◆ Applies experience gained in executive-level management of nonprofit and business organizations
- ◆ Makes the Strategy Development process relevant to nonprofit organizations
- ◆ Involves DNS Associates' principals in each Strategy Development project