FYP Intern 2024 | Key Areas for Development

11/15/2024

FYP Internship 2025.pdf

Key Areas for Development

- Impact Measurement & Metrics
  - Current gaps:
    - Lacks clear, quantifiable impact metrics beyond basic reach numbers
    - No clear theory of change with measurable outcomes
    - Missing impact evaluation framework
  - Needs to learn:
    - How to develop SMART impact metrics
    - Methods for tracking and measuring social return on investment (SROI)
    - Impact evaluation methodologies
    - How to build data collection systems from day one
- Financial Sustainability & Revenue Model
  - Current gaps:
    - Heavy reliance on volunteer model
    - No clear revenue streams identified
    - Lacks sustainable funding strategy
  - Needs to learn:
    - How to develop diverse revenue streams (beyond donations)
    - Building earned income strategies
    - Financial modeling for nonprofits
    - Budget forecasting and management
    - Unit economics of program delivery
- Program Scalability
  - Current gaps:
    - Current model heavily dependent on individual relationships
    - Manual processes for key operations
    - Unclear standardization of programs
  - Needs to learn:
    - How to systematize and standardize programs
    - Creating scalable operating procedures
    - Building tech infrastructure for scale
    - Managing growth while maintaining quality

        - Developing training systems for new team members
- Fundraising Strategy
    - Current gaps:
        - No clear fundraising strategy
        - Missing compelling case for support
        - Limited donor cultivation plan
    - Needs to learn:
        - Grant writing
        - Major donor cultivation
        - Building fundraising pipelines
        - Creating compelling pitch decks
        - Developing relationships with foundations
        - Understanding different funding instruments
- Partnership Development
    - Current gaps:
        - Ad hoc partnership approach
        - No clear partnership strategy
        - Limited formal agreements
    - Needs to learn:
        - How to structure strategic partnerships
        - Creating partnership agreements
        - Managing partner relationships
        - Building corporate partnerships
        - Developing cross-sector collaborations
- Market Analysis & Positioning
    - Current gaps:
        - Limited market analysis
        - Unclear competitive advantage
        - Undefined target beneficiary segments
    - Needs to learn:
        - Conducting market research
        - Defining clear value proposition
        - Understanding competitor landscape
        - Segmenting beneficiary populations
        - Positioning for different stakeholders
- Communication & Marketing
    - Current gaps:
        - Informal communication strategy
        - Limited brand development
        - Inconsistent messaging
    - Needs to learn:
        - Developing strong brand identity
        - Creating marketing strategies
        - Building communication plans
        - Storytelling for impact
        - Social media strategy
- Legal & Compliance

- Current gaps:
  - Basic legal structure
  - Limited compliance procedures
  - Informal policies
- Needs to learn:
  - Nonprofit legal requirements
  - Compliance regulations
  - Policy development
  - Risk management
  - Intellectual property protection

Revision #4
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