

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
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Revision #4

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