

# 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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