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Collecting Meaningful Data

# PROGRAM DESIGN ACADEMY<sup>SM</sup>

A CAPACITY PROGRAM FOR NONPROFITS TO DESIGN,  
DEVELOP, OR EXPAND EFFECTIVE PROGRAMS

*Strengthening Programs. Improving Outcomes. Creating Change.*

# Program Overview

As former nonprofit executives ourselves, the team at Colton Strawser Consulting understands better than most how the demands of day-to-day operations can make it hard to invest in the future and sustainability of nonprofit organizations. That's why we're proud to offer the Program Design Academy, an online learning tool and one-on-one coaching structure that will help take nonprofit organizations from providing great programs today to providing exemplary—and sustainable—programs for years to come.

The Program Design Academy is an ideal way for funders to invest beyond grantmaking in the nonprofit communities they serve. This six-month program not only helps organizations improve in core capacity areas, but helps the participating nonprofits prepare for future funding requests from other key funding sources, like additional foundations, corporations, and government entities. An added benefit is that we often see organic collaborations as a result of the cohort model used within the program.

## “ Participant Testimonials

The Program Design Academy challenged my colleague and I to dive deeper into our program structure and really discover the core needs we were trying to address. It helped us to structure our case for why the program was important and what we hoped to attain after the conclusion of the program.

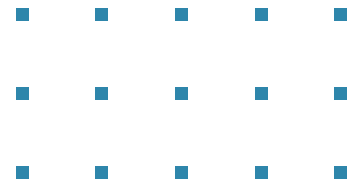
As a first-time Board member for a nonprofit organization without an executive director, I have been daunted by the number of things I do not know about how to do the job for which I've volunteered. This in-depth academy has been very beneficial for helping me gain the skills, tools, and confidence needed for both my organization and me to be more successful in pursuing our mission.

The Program Design Academy is a very useful series when seeking grants...It is very systematic and gives an excellent framework to position appropriately.

The Program Design Academy really helped solidify things we knew we should be doing, but gave us tools to move forward where we had been stuck. I'd recommend this course to any nonprofit professional, especially those in upper-management. Tools exist to help you run your organization better, and the PDA exposes you to those tools.

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# Capacity-Building Curriculum



## Needs Identification

While we know that most nonprofit organizations have a similar set of core needs, we also recognize that capacity-building programs can't be truly effective with a one-size-fits-all approach. When we launch the Program Design Academy in your community, we'll start with the Core Capacity Assessment Tool (CCAT). The CCAT, administered by certified facilitator Dr. Colton Strawser, is a proven method to measure a nonprofit's effectiveness in relation to four core capacities (leadership, adaptability, management, and technical) and organizational culture.

Following the CCAT, each nonprofit will be assigned an evaluation coach that is a federally qualified program evaluator. They will have the same primary coach throughout the four-month engagement. Participants also complete a Program Sustainability Assessment Tool.

## Self-Paced Learning

We know that some weeks are harder than others to carve out time for work beyond the essentials. That's why we're fans of a self-paced, independent, and virtual platform for doing the work of this program. We offer four workshops (presented live and recorded) around essential concepts before sending participants to work with their evaluation coaches on refinement and implementation.

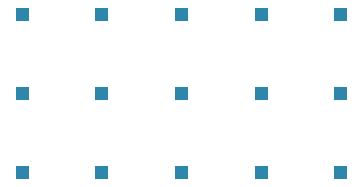
After each workshop, organizations will complete a homework assignment (e.g., create a logic model, refine data collection tools) to turn in via an online portal. From there, an evaluation coach reviews the material and provides feedback for improvement. The online portal has helpful resources, data sources, and additional materials that can help individuals self-study between workshops. Each participating organization will also receive a kit at the beginning of the program that includes an evaluation book, worksheets, and other items to help them work independently.

## Evaluation Coaching

Each participating organization receives one-on-one coaching to better understand how to evaluate its programs. Our four workshops present concepts, and the coaching afterward directs organizations on implementing those concepts into real-life practices. Each organization will receive four coaching sessions (30-minutes each) with their evaluation coach, written feedback from a coach on submitted work, and email support throughout the program. Coaching topics may include course content, or other items such as program budgeting, program staffing projections, and program expansion planning.

Coaches can also work with participants on our Government Grants Readiness Assessment (available separately), which helps prepare organizations to apply for government grants and contracts.

# Sample Program Schedule



## Case Example

United Way of Jefferson County and the Greater Jeffersonville Community Foundation have partnered together to bring the Program Design Academy to support 15 of their local nonprofits next year.

### January

- Contract is signed with Colton Strawser Consulting (CSC)
- Program Design Academy fee is paid
- CSC creates an online application portal for nonprofits to apply

### February

- United Way and Community Foundation review applications and select participants
- Each organization completes the Core Capacity Assessment Tool

### March

- Program kickoff call with all 15 participants
- Workshop #1 - Showcasing the Need for Change: Creating Compelling Needs Statements
- Homework Assignment(s)
- Meeting with Evaluation Coach

### April

- Workshop #2 - Designing for Impact: Logic Models & Program Theory
- Homework Assignment(s)
- Meeting with Evaluation Coach

### May

- Workshop #3 - Measuring What Matters: Evaluation Tools & Approaches
- Homework Assignment(s)
- Meeting with Evaluation Coach

### June

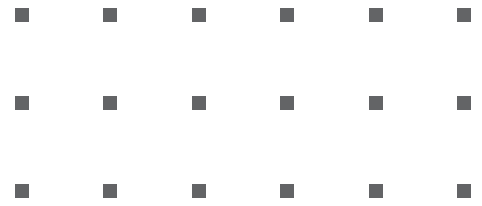
- Workshop #4 - Metric-Based Storytelling: Sharing Impact & Motivating Action
- Homework Assignment(s)
- Meeting with Evaluation Coach

### July

- Summary report provided to program sponsors (United Way and Community Foundation)

*The Program Design Academy can either be presented entirely online, held in person, or in a hybrid format. Different costs may apply depending on travel and availability.*

# Your Community. Your Program.



*Capacity Building = Community Leadership*

## Branding



One of the benefits of working with Colton Strawser Consulting is that you're able to fully brand the Program Design Academy as your own. You can change the name of the program, put your logo on the material, and promote the work in your local media as an offering your organization is providing. We do all the backend work; you and your nonprofits get the recognition. The program includes templates and materials to make launching the program simple by providing a branding and media kit!

### Branding and Media Kit

- Program Application Flyers and Template
- Promotional Copy
- Social Media Template
- Press Release Template

## Funding



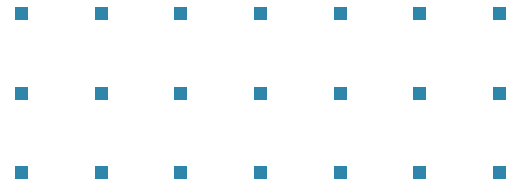
Some funding organizations may budget for a capacity-building program for their grantees, but few funders set aside discretionary dollars to invest in long-term sustainability programming for their nonprofit communities. We can help you, as the funder, overcome the financial barrier for these services by providing proven fundraising tools targeted at DAF advisors, individual donors, private foundations, corporate sponsors and community leaders.

We've done all the prep work you need to make the case to funding partners who can help bring this program to your community. These materials, which include drafts of letters, emails, and sponsorship packages are included in the cost of the program. Upon signing our agreement, you will have a 90-day fundraising period to raise the funds using our materials if you choose not to fund the program yourself. If you cannot raise the funds within that timeframe, we can cancel your contract.

### Fundraising Toolkit

- Donor Outreach Emails and Letters
- Sponsorship Packet

# Program Investment



We have a few ways for organizations to invest in this program. Some funders may elect to pay for the entire program themselves, while others will be willing to subsidize the program for nonprofits to have buy in to the program.

- 10 Nonprofits = \$25,000 (\$2,500/Each)
- 15 Nonprofits = \$33,750 (15% Off - \$2,250/Each)
- 20 Nonprofits = \$40,000 (20% Off - \$2,000/Each)

## Funder Sponsored (Online)

10 Organizations = \$25,000

**FUNDER COST: \$25,000**

## Cost Share (Online)

10 Organizations = \$25,000

**FUNDER COST: \$12,500**

Nonprofits: \$1,250 Each x 10 Nonprofits

## Funder Sponsored (In-Person)

10 Organizations = \$25,000  
+ In-Person Kick-Off \$2,500

**FUNDER COST: \$27,500**

\*All sessions can be in-person as well.  
Contact us for a detailed quote.

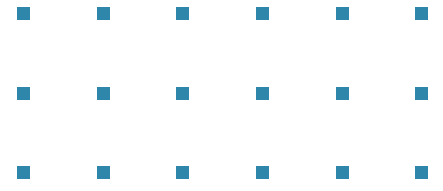
***Purchasing This Program Individually  
Is A \$6,000+ Investment***

**COLTON STRAWSER**  
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- CCAT & PSAT Assessments \$1,750
- Online Learning Community \$1,000
- Evaluation Coaching \$2,000
- Workshop Fees \$500
- Document Review \$500

***Over 95% of previous Program Design Academy participants have indicated they gained a new resource or skill to implement within their organization.***

# Frequently Asked Questions



## **How many individuals can participate from each organization? Who should participate?**

Two representatives from each organization can enroll in the program. These individuals may be folks from the programs department, a program manager, a development manager, an executive director, or a board member for smaller organizations.

## **Do program participants get to interact with each other?**

Yes, each program cohort is placed into the same online learning environment where they can provide feedback to their peers and have discussions. If participants are in the same geographic area, we always recommend connecting in person to collaborate and create partnerships.

## **How are the organizations selected? What types of organizations should be included?**

We have three suggestions: (1) Use our application to ask interested organizations a few questions to understand how they will benefit; (2) Send a special invitation to organizations that may be struggling with these concepts—maybe those organizations you want to fund, but are not quite there yet; (3) Provide this program as an added benefit to your current grantees. All levels of organizations can benefit from this program if they struggle to measure sustainable outcomes. We have had start-ups and organizations that are in a need of a refresh successfully participate in and benefit from the program.

## **Is the content complicated for individuals to understand?**

The content in this program is presented at a level where everyone can understand - regardless of whether or not they have had program design and evaluation experience. We make the complicated less complicated by providing hands on experience, real world examples of evaluation, and templates to guide participants.

## **Is the Program Design Academy for nonprofits wanting to design new programs or improve current programs?**

Both! Some previous participants have wanted to explore offering a new program, while other organizations have wanted to improve current programs and better track results in order to monitor outcomes and use the data as leverage for future funding.

## **What makes this program different from other capacity-building program providers?**

Our program takes a client-centered approach where we provide content and support it with coaching focused on where the organization currently is and where it wants to be in the future. Our program educates, motivates, and creates permanent capacity on an important core organizational function (program design and evaluation), while other programs often consider "fundraising" to be the primary challenge getting in the way of an organization's progress. Our experience and research shows that fundraising is rarely the primary problem.

# Ready To Get Started?

To start the discussion with Colton Strawser Consulting about bringing the Program Design Academy to your community, please email [hello@coltonstrawser.com](mailto:hello@coltonstrawser.com) or call 682-342-8542.



Colton Strawser Consulting provides consulting services to nonprofits, foundations, and other mission-driven organizations. Having trained over 1,000 nonprofit executives, generated over \$25 million in government grants, and conducted research and needs assessments on various social issues has helped us develop a process that is guaranteed to help your organization understand community needs, establish goals to address them, and achieve civic outcomes.

Our process has pushed community foundations, United Ways, and other nonprofits to reconsider the way they view change to position themselves as community leaders.

**Are you ready to change the way you change the world?**

[hello@coltonstrawser.com](mailto:hello@coltonstrawser.com) | 682-342-8542