



Capacity-Building & Capacity Coaching

COLTON
STRAWSER

consulting

GEAR UP FOR IMPACTSM

A CAPACITY PROGRAM FOR NONPROFITS TO ASSESS
CORE CAPACITIES AND DEVELOP STRONGER
LEADERS AND SYSTEMS

Program Overview

Are you a grantmaker looking to make a lasting impact in the nonprofit community? Do you struggle to balance the demands of day-to-day operations with the long-term success and sustainability of the organizations you support?

Colton Strawser Consulting offers the solution you need. Our Gear Up for Impact program is a three-month organizational assessment and coaching program that empowers nonprofits to build stronger organizations and leaders.

Invest in the future of nonprofit organizations by providing our service to the nonprofit professionals you support. Gear Up for Impact goes beyond traditional grantmaking to ensure the long-term success of the organizations you care about. This program not only helps organizations improve in core capacity areas, but also helps the participating nonprofits prepare for future funding requests from other key funding sources, such as additional foundations, corporations, and government entities.

Consider supporting organizations beyond a grant by providing them this unique capacity-building opportunity.

“ Participant Testimonials



The Core Capacity Assessment Tool was a great tool to show us where we were as an organization and helped us plan where we wanted to be moving forward. It also provided great data for our board as we explored a new strategic plan and operating model for Trauma Support Services.

Traci Beeson Lane | Executive Director

United Way of Grayson County has been putting in a lot of hard work over the last few years to ensure that our internal and external operating structures were efficient and effective. The Core Capacity Assessment Tool placed us in the top tier of organizational development, and it was validating of the work that we have done and illustrated that we have come a long way, and we have identified a few additional areas where we can strengthen our work.

Stephanie Chandler | President & CEO



United Way
of Grayson County



Core Capacity Assessment Tool



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. We start with the Core Capacity Assessment Tool (CCAT) to help nonprofits understand their strengths, challenges, and opportunities.

The Core Capacity Assessment Tool (CCAT) is an online, survey-based tool designed to collect information from key decision-makers in an organization and create prioritized recommendations for building organizational capacity. Used by nonprofits more than 7,000 times, the CCAT is a leading assessment tool for measuring a nonprofit's effectiveness.

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. The CCAT places nonprofits into one of three lifecycles:



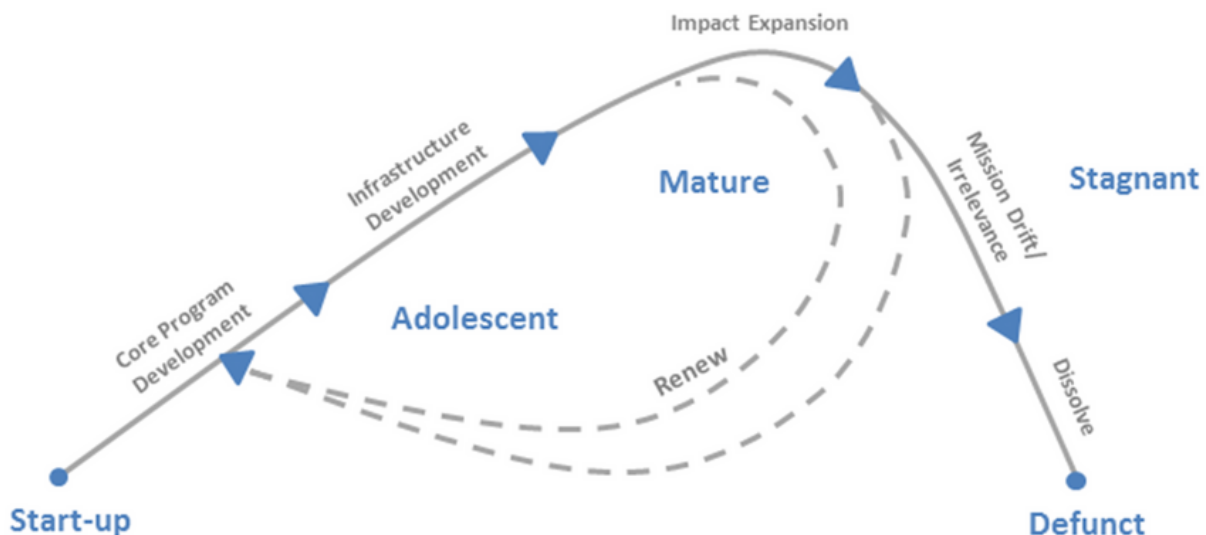
Core Program Development means closely aligning your program with your mission and vision - and clarifying within your organization how these elements relate to each other.



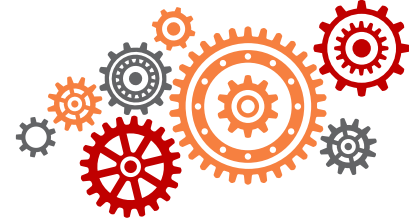
Infrastructure Development means a focus on the systems needed for an organization to operate smoothly, including having policies in place, good communication between staff, and initial evaluation efforts in order to improve programs.



Impact Expansion means broadening your approach to achieving mission impact beyond your core programs. This may include strategic alliances, partnerships, policy/advocacy work or further outreach in your community.



Capacity Coaching



To take the assessment into action, we provide coaching to nonprofit leaders to help them develop a capacity-building plan and explore ways to be stronger organizational leaders. Dr. Colton Strawser received his Ph.D. in Leadership Studies from the University of San Diego and combines his experience as a nonprofit executive director to help nonprofit leaders make plans to tackle organizational challenges to create stronger organizations to achieve measurable outcomes.

Consulting vs. Coaching

Individuals or organizations retain consultants for their expertise. While consulting approaches vary widely, the assumption is that the consultant will diagnose problems and prescribe and, sometimes, implement solutions.

With coaching, the assumption is that individuals or teams are capable of generating their own solutions, with the coach supplying supportive, discovery-based approaches and frameworks.

Results

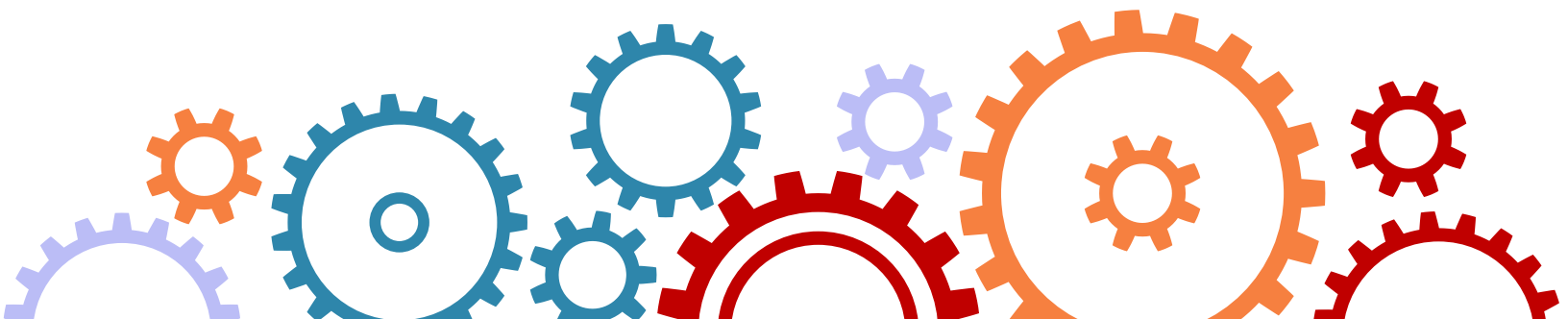
Being an executive director within a nonprofit is very challenging, and often an extremely lonely role within an organization. Our coaching programs assist executive directors in feeling supported, and assist with increasing productivity, decision making skills, and help to prevent burnout.

A Metrix Global study found that executive coaching has a 788% return on investment (ROI) based on factors including increases in productivity and employee retention.

Core Capacity Assessment Tool + Coaching = Results

"Many capacity building programs for nonprofits are designed as one-size-fits-all approaches, or claim that if organizations could just get better at raising money all of their programs will be solved. In my experience, and academic research, those are false claims. Fundraising challenges are a symptom of a larger capacity program, and we work to diagnose those challenges and then work to coach towards results."

~Dr. Colton Strawser



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 buy in.

This program includes the Core Capacity Assessment Tool, three months of coaching (six, one-hour sessions), email support (three months), and a one-year pass to all of the Colton Strawser Consulting trainings focused on increasing organizational capacity (~15-20 per year). The program is completed entirely online, including the coaching sessions (via Zoom).

Assessment + Coaching

- 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)

100% Funder Sponsored

10 Organizations = \$25,000

FUNDER INVESTMENT: \$25,000

Cost Share

10 Organizations = \$25,000

FUNDER INVESTMENT: \$12,500

Nonprofits: \$1,250 Each x 10 Nonprofits

Available Add On Opportunities:

All Day, In-Person, Leadership Retreat + \$5,000

Government Grants Readiness Assessment + \$2,000/Each

Assessment

- 10 Nonprofits = \$7,500 (\$750/Each)
- 15 Nonprofits = \$10,875 (\$725/Each)
- 20 Nonprofits = \$14,000 (\$700/Each)
- 20+ = \$700 Per Assessment

We recommend purchasing the assessment and coaching together for optimal effectiveness, but we can also bundle just the assessment, which includes a one-hour debriefing call with each nonprofit.

Purchasing This Program Individually is a \$5,000 Investment

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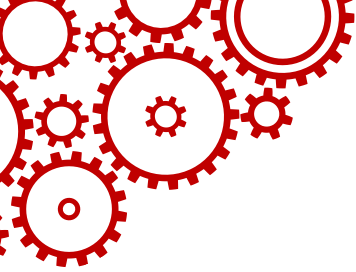
Core Capacity Assessment Tool
\$1,000

Leadership Coaching
\$2,250

Email Support
\$750

Workshop Fees
\$1,000

Assessment and Coaching Packages are available for up to one year after purchase. This program does not require a cohort to begin at the same time unless purchasing a leadership retreat.



Frequently Asked Questions

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

The Core Capacity Assessment Tool is a survey that is completed by staff members and board members. We then provide a one-hour debrief of the CCAT results with the organization's executive director and board chair - others are welcome to attend, but we find that having those two individuals on the same page with the results is key. For coaching, we only provide the coaching to the executive director (or board chair in the case of an all-volunteer organization).

Do program participants get to interact with each other?

Yes, that is definitely an option. Funders can receive a report of the overall results of the cohort of organizations that indicates the various levels and challenges identified amongst the participating organizations. The results can inform training opportunities or group coaching options.

What will you tell us (the funder) about the coaching sessions?

We will provide funders with information on whether participating organizations attended their coaching sessions, as well as the overall goals of the sessions; however, given the personal nature of coaching, we will not provide any notes, feedback, or highlights from the coaching sessions other than attendance and group themes.

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—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 are struggling with growth or if they are ready to move to the next level. We have had start-ups and organizations that are in need of a refresh successfully participate in and benefit from the program.

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 important core organizational functions, 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. Furthermore, this program takes a true coaching approach where we take an appreciative inquiry approach and help nonprofits be more successful with the resources they currently have, and feel more confident in their ability to grow.

Ready To Get Started?

To start the discussion with Colton Strawser Consulting about bringing the Gear Up for Impact program to your community, please contact us.

You can also email us at hello@coltonstrawser.com if you have specific questions.

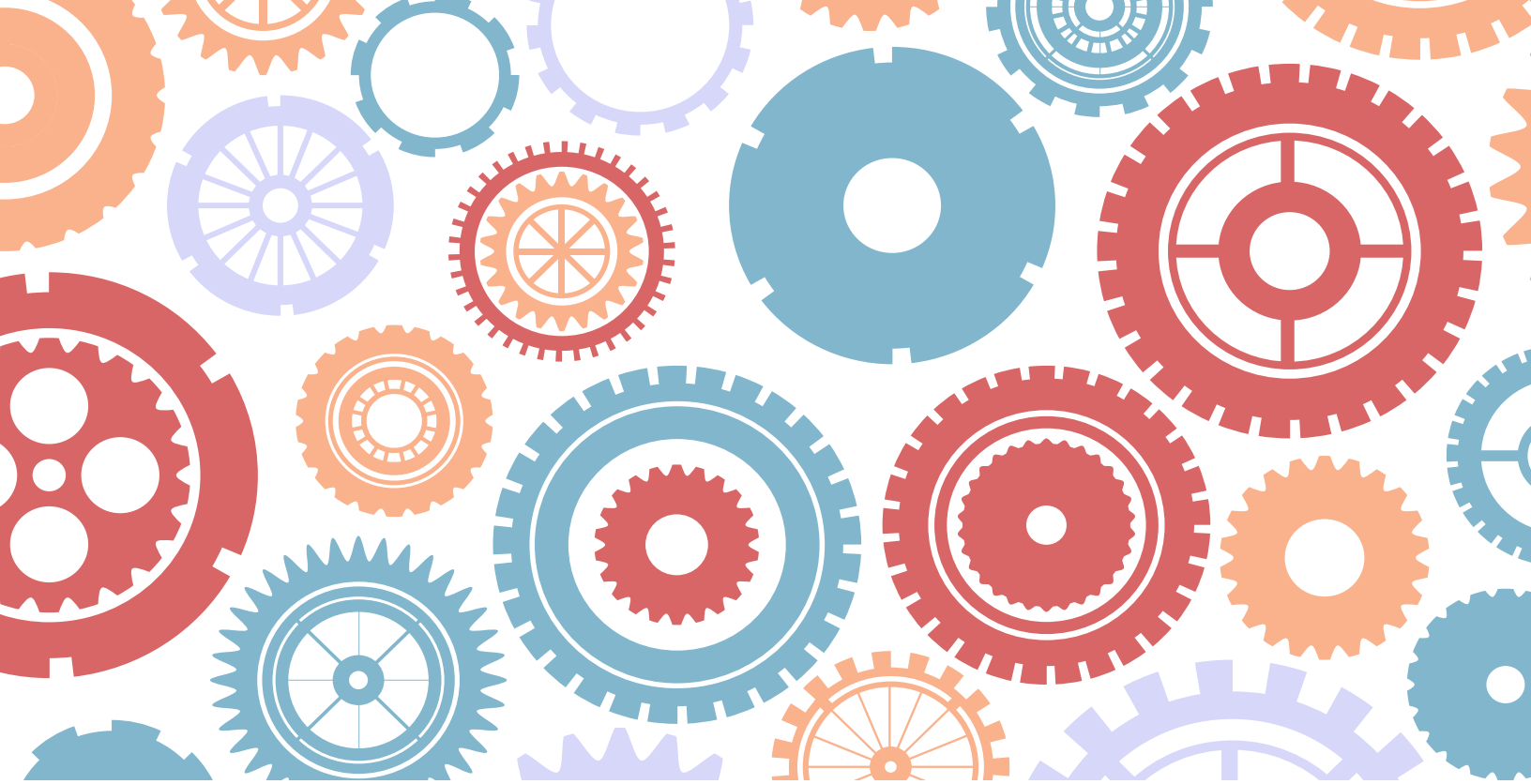


Colton Strawser Consulting provides consulting services to nonprofits, foundations, and other mission-driven organizations. Having trained over 1,000 nonprofit executives, generated over \$25 million in government grants, and conducted research and needs assessments on various social issues has helped 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?

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