

Exercise: If...

Instructions

What could stronger infrastructure make possible for your organization?

Set a timer and spend 5 minutes and brainstorm in the format: If we had [blank] we could [blank].

Now circle the 3 possibilities that inspire you the most.

These go on your list of things to talk about with funders – and your team.

Example:

If we had....	We could.....
<i>More data</i>	<i>Lobby and influence policy more effectively.</i>
<i>More data</i>	<i>Make a more compelling fundraising case with story AND numbers. Maybe raise more money?</i>
<i>A strong employee onboarding process</i>	<i>Less wear and tear on new employees, employees more effective earlier, lower early attrition.</i>
<i>Up to date, training materials</i>	<i>Our employees would feel more cared for, and hopefully feel more personal job mastery and satisfaction without having to go through so much trial and error.</i>
<i>An annual team building offsite</i>	<i>Perform better because of having a closer-knit organization with more inherent trust. People would feel safer to act more quickly.</i>
<i>6 months of unrestricted cash reserves</i>	<i>Invest in pilot programs to prove new concepts before having dedicated funding.</i>
<i>6 months of cash reserves</i>	<i>Be better positioned to meet urgent, emerging needs in the community, like what happened in the pandemic.</i>

Exercise: If...

If we had...	We could...