

Organizational Vitality[®]

THE HEART OF NONPROFIT SUCCESS

On paper, most organizations possess the elements that should enable them to be effective. People, programs, systems, communication, fundraising, finances, and culture are the foundations of every nonprofit. Yet we all know only a handful of nonprofits that have that undefinable “it” factor that makes them not just good, but great. We admire those rare, astonishingly effective nonprofits that seem to easily and consistently fulfill their missions. They have happy staff and dynamic leadership and are revered as top-tier, leadership organizations.

After hours of conversations and even more hours spent pondering the mysterious nonprofit “it” factor, we realized we could define the undefinable. We discovered that the difference between nonprofits that merely survive and those that thrive is Organizational Vitality.

Organizational Vitality is the heart of what makes a nonprofit organization resilient, successful, and beloved. Organizational Vitality is why some nonprofit organizations are superlative in nearly every facet. A lack of Organizational Vitality is the reason so many nonprofit organizations struggle with issues they can’t identify, difficulties which prevent nonprofits from fulfilling their potential.

THERE ARE FOUR PILLARS OF ORGANIZATIONAL VITALITY.

VISION:

The change you wish to see in the world.

Vision, quite simply, is what inspires people. A well-articulated vision is a proven way to engage your stakeholders and steer your mission. Weaving through every action, every staffer, and every volunteer, vision is both the beginning and the end and acts as a guiding principle for the nonprofit.



GOALS:

The specific results to be achieved.

Goals are the organization’s blueprint for decisive action. Goals translate your vision into the tangible outcomes your organization plans to achieve. They are strategic, specific, and attainable. When a nonprofit enjoys vitality, everyone in your organization works together to attain these goals.

LEADERSHIP:

Inspiring passion and providing direction.

Leaders must be emotionally intelligent, a fierce advocate for the organization’s mission, and a motivator. In an organization that has vitality, board and staff leaders have strong executive, operational, marketing, and financial skills while inspiring those around them with authenticity and competence.

ENGAGEMENT:

Motivating staff, board and stakeholders.

Nonprofits that exemplify Organizational Vitality have engaged, enthusiastic stakeholders at every level of the organization. Staff, board, volunteers, and others act as passionate ambassadors and advocates, working in harmony to achieve shared goals and visions.

Organizational Vitality aligns positive energy within the entire system of an organization. When you’ve got it, your organization is humming with purpose, energy, and accomplishment. By growing your nonprofit’s Organizational Vitality, you will bring board, staff, and key volunteers together to create transformative impact.



Capacity Partners® Framework for Organizational Effectiveness