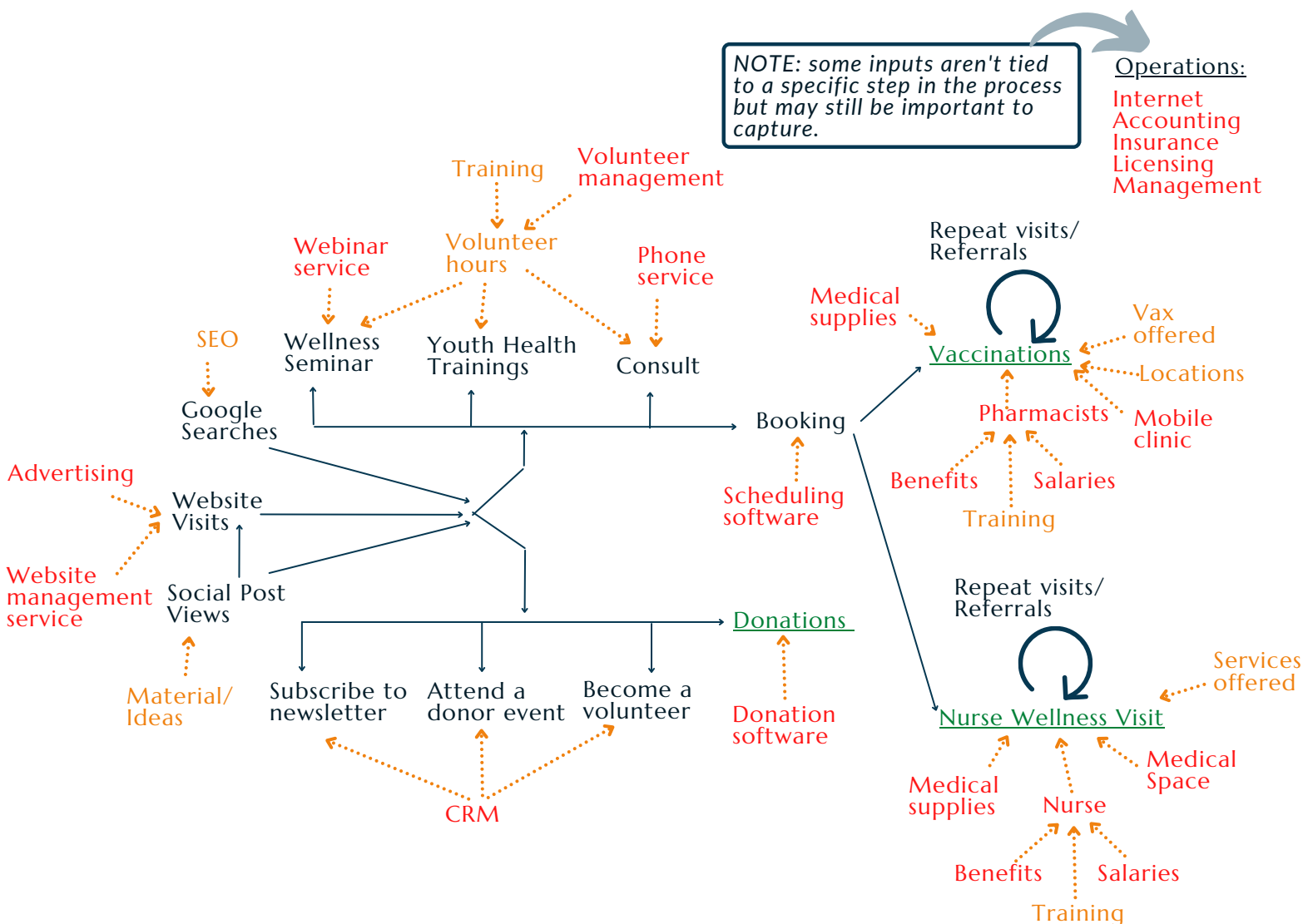


Example Nonprofit Process Flow



This is a process flow for a fictitious healthcare nonprofit. Note that it is NOT exhaustive - you don't need to capture EVERYTHING your organization uses and does. Focus on the most impactful or sizable things first. **Blue items** are engines, or the things that drive your business that you can't directly cause but you can influence. **Red items** are inputs that are also direct expenses (i.e. they cost you money). **Orange items** are inputs that may not directly cost money but are still required to function, like your hours. The **green item(s)** is what you exist to do, the thrust that powers your plane. This thrust should also accomplish at least one of your primary goals/destinations. Nonprofits have an added complexity in that donation funding is not a direct result of the same process that carries out organization's function - you don't earn dollars when you give out free vaccines. You will probably have two processes in parallel, fundraising and operations.



Example Nonprofit Flight Plan



The next two pages illustrate an example flight plan (based off the worksheet and PLANE framework) for the pretend healthcare nonprofit used in the example process flow on the previous page.

Plan

Destination (Goals):

- Provide vaccinations for 10,000 at-risk youth
- Provide 5,000 wellness check-up visits
- Raise \$750,000 in funding

Lift:

- Grants + fundraising = income

Gravity:

- Total expenses (*money out the door*)

Fuel:

- | | |
|----------------------|-----------------------|
| • Retail space | • Advertising |
| • Licensing | • Cell phone/service |
| • Insurance | • Scheduling software |
| • Accounting | • Styling tools |
| • Website management | • Dyes |

These fuel elements are what generate our gravity (expenses)

Liftoff

- | | |
|--------------------|---|
| • Proprietor hours | • Specialist hair services |
| • Training | • Insights, stories, photos, and other material for marketing/media |
| • Experience | |

These fuel elements don't cost money but we still need them to power our flight

Thrust:

- Hair cuts
- Hair colors
- Styling

All the fuel is used to create thrust, or the main way the organization "flies"

Example Nonprofit Flight Plan, con't



Aviate

Levers:

- Services provided
- Hours spent on
- intro calls
- bookings
- each service
- Tools purchased, rate of usage
- Social post topics, materials, timing, sites
- Software used, cell plan
- Ad content, spend

Engine indicators:

- New customers
- Repeat customers
- Conversion rate of new to repeat customers
- Conversion rate for web visitors to bookings
- No-shows
- Google search rankings

Navigate

Frequency of navigation review:

- **Monthly** revenue and expense number reviews
- **Monthly** customer count and conversion reviews
- **Quarterly** web analytics reviews

Possible navigation questions:

- Which client segments have the highest return/conversion rates? Which have the lowest?
- Did targeting segment A with a coupon increase repeat visits?
- Did my new website increase conversions?
- Did my latest ad campaign increase quality website visits?
- Would increasing or decreasing price increase net income?