



Module 7

Managing NGOs



EUROPE

ACTIVE CITIZENS
THRIVING COMMUNITIES



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Partners



Exercise 1



Setting up a Green NGO

- John is 32 years of age
- He's living in Ireland
- He's very concerned about climate change and food security
- He has basic training in organic farming from when he was 21
- He is also concerned about the high level of youth unemployment
- There are acres of unused land in his local community owned by the local authority
- He's passionate about addressing both of these issues. **He really wants to set up an NGO but he's not sure where to start.**

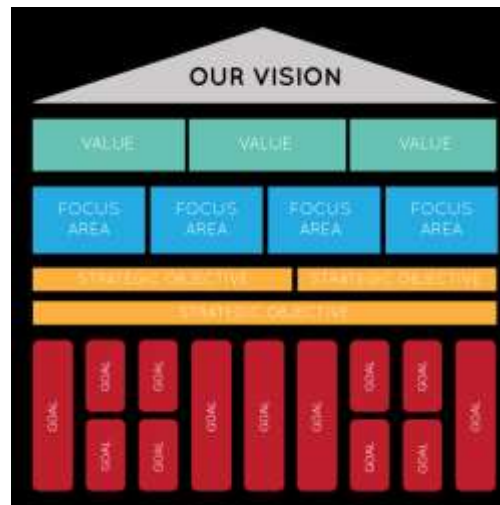
Identify Your vision, mission, strategies and goals

- Vision: Big picture
- Mission: narrowed down vision
- Strategies: long term practical action plan
- Goals: steps found within each strategy
- Projects: planned and carried out to attain the goals



Deciding your Vision

- A memorable and inspirational summary that describes your reason for existence as an organisation.
- A ‘limiter’ that helps you to rule out certain opportunities which do not ultimately contribute to your vision.
- Your ‘Destination’



Writing your Vision Statement

- **Step 1: Define what you do as an output.**

Be exceptionally clear about what your organisation does.

- **Step 2: Define what unique twist your organisation brings to the above outcome.**

What makes you different?

- **Step 3: Apply some high-level quantification.**

Refine your target audience

- **Step 4: Add relatable, human, 'real world' aspects.**

Allow people to conjure up a solid image of your vision.

- **Step 5: Bring it all together.**

Writing your Vision Statement



Easy to read and inspirational, and it should let people know **why** the organisation exists, **whom** it serves and **how** it serves them.

Writing your Vision Statement

- **Narrow the focus** – zero in on precisely what your organisation does.
- **Clear** – easy to understand
- **Concise** – short and to the point
- **Useful** – inform, focus and guide



Mission Statement

➤ Your Cause:

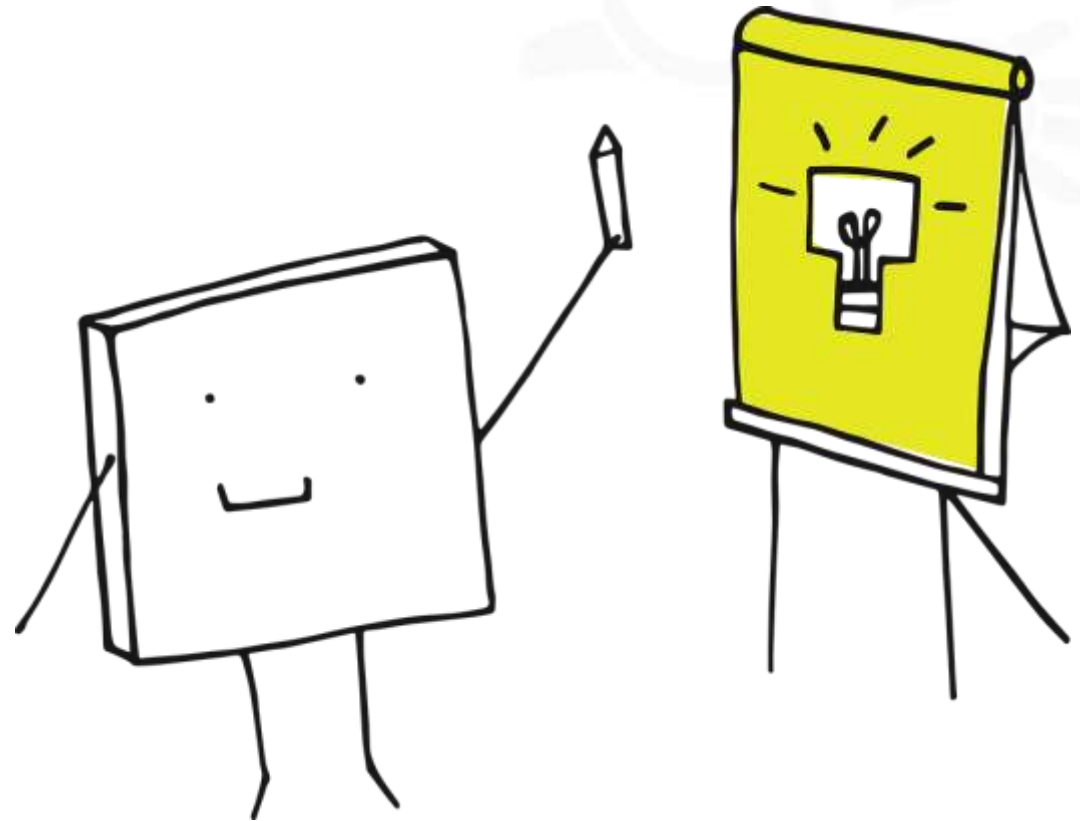
- Who? What? Where?

➤ Your Actions:

- What you do

➤ Your Impact:

- Changes for the better



Mission Statement



A Good Statement...	A Bad Statement...
Uses language your constituents use.	Uses jargon, doesn't understand your audience.
Is emotionally stirring.	Is logical and cold.
Communicates the "why."	Communicates only the "what" or "how."
Is concise.	Is really long.
Is a single, powerful sentence.	Is a rambling paragraph.
Sounds good spoken out loud.	Is full of clauses and hard to say.
Is memorable.	Is forgettable.
Surprises.	Is dull.
Is actionable.	Can't be quantified.
Is specific.	Is vague.

Mission Statement



Exercise 2



What's next?

- John knows what work he wants to do
- He has his research done
- He has written his mission statement
- He has his NGO name and has registered it
- He has permission to use the land for organic farming for free
- He has some friends who are also committed to volunteer
- What's next for John?

Strategic Plan

- What is your starting point?
- What is your NGO main focus?
- What are your NGO's main goals?
- Who is your target group?
- Where is your target group?
- What's your community social/environmental context?
- Who and where is your team?
- What are your resources?



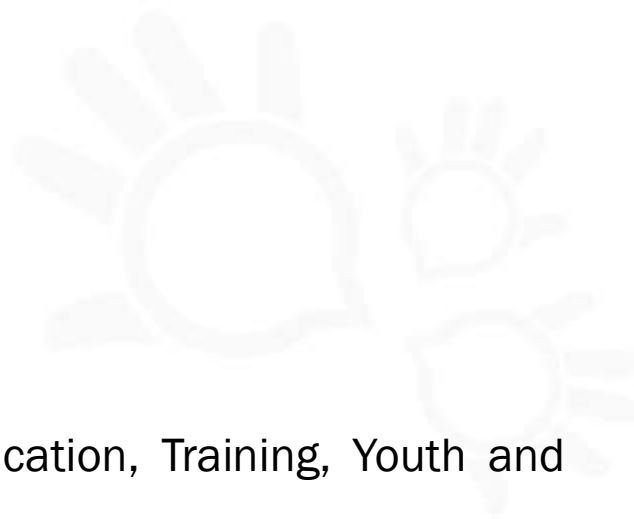
Funding Plan

Raising money is a tough and competitive requirement of most nonprofit organizations.

Without funding, there is no way to sustain a nonprofit organization.

- Who is your target group?
- Where is your target group?
- What's your community social/environmental context?
- Who and where is your team?
- What are your resources?

Funding Opportunities



European programs

- **Erasmus+** (support activities in the fields of Education, Training, Youth and Sport)
- **Europe for Citizens** (foster European citizenship, contribute to citizens' understanding of the EU)
- **Creative Europe** (support the European audiovisual, cultural and creative sector)
- **LIFE** (Financial Instrument for the Environment)
- **Interreg Europe** (helps regional and local governments across Europe to develop and deliver better policy)
- **Horizon 2020** (EU Research and Innovation programme)
- **EU Aid Volunteers** (opportunities to European citizens to get involved in humanitarian aid projects)

[See the EU site](#)

Business Plan

A nonprofit organization is very similar to a business in the sense that, in order to survive, it must have at least as much money coming in as it has going out in services and expenses.

Financing is fundamental!

- Know your expenditures
- Know your earnings
- Plan/Estimate both



Value your work
Your time is worth a lot!

Watch the video

Financing is fundamental!

Containing Expenditure

- Seeking pro bono and voluntary input
- Choosing cheaper options
- Benefiting from special offers
- Groups saving
- Shared services model

Partnership working and **collaborative approaches** may lead to cost savings and result in other synergies as well.

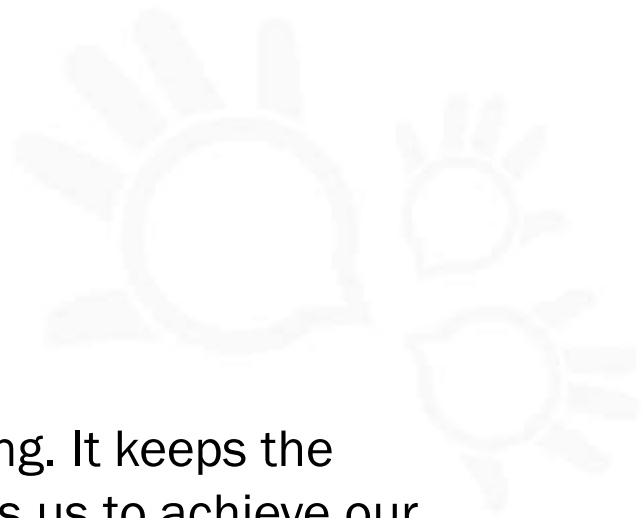


Financing is fundamental!

Plan a Budget

Budgeting is a great tool for planning and monitoring. It keeps the finances in good order and, more importantly, helps us to achieve our programmed objectives.

- Identify the NGO/project's objectives
- Identify limitations
- Gather data (estimates of running costs, incomes and grants; external and internal factors that may influence income and expenditure)
- Decide how much are the expenditures
- Decide how much is the income
- Monitor the budget



Keep Good Records

Just like a business, an NGO is also required to file various reports of its activity. It is fundamental to have all the records up to date and organized.

- Make sure you know all the legal documentation you need to keep a record of.
- Make sure to keep records of daily activity management (car logs, reimbursement sheets, receipts, inventory, members, mailing lists, daily/weekly schedules, activity logs, etc.)
- Keep templates! It saves time and guarantees standardised graphics (emails, proposals, invitations, requests for quotation, evaluation forms, PowerPoint presentations, minutes, etc)

Be realistic of the capacity of your NGO

Operating a nonprofit organization takes more time than you might think. If you run a nonprofit organization part-time, you need other people to help you.

- Learn to say NO
- Make sure you have the resources (or the means to get them) before you accept a new project

Communication/Marketing Plan

A marketing and communication plan is not only useful to businesses. This tool can be fundamental for NGOs to become relevant, grow their activity and have more impact.

- Focus on your target group
- Know your customers and use the channels they use

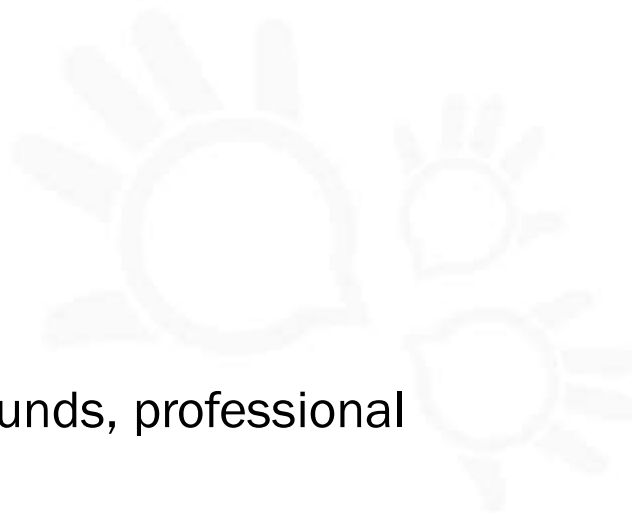
[Watch the video](#)

Invest in Professional Talent

Having certain systems set up by experienced professionals will save money in the long run.

- It's better to pay a good professional a bit more rather than paying an inexperienced worker to muddle through.
- Collaboration is fundamental but sometimes it's better to pay a professional than to depend on a volunteer.

Invest in Professional Talent



Surround yourself by people with different backgrounds, professional experiences and skills.

- Learn from them, exchange skills

Keep investing in your own training and education.

- Give yourself time to learn more and develop new skills
- Encourage your team to do the same

Training Opportunities

Online Courses

- [Coursera](#)
- [Alison.com](#)
- FutureLearn.com
- OpenLearning.com
- MOOC.org
- Open2study.com
- Udemy.com (not free!)



coursera

Alison
Empower yourself

openlearning

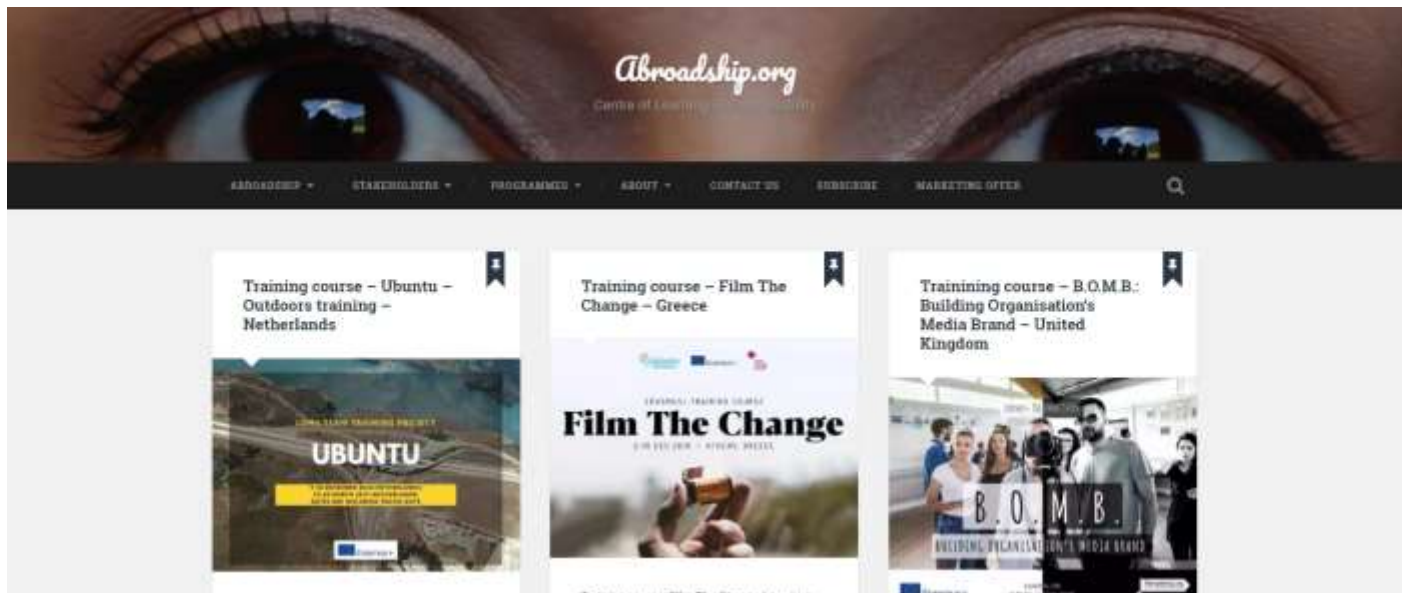
**OPEN
2 STUDY**

**Future
Learn**

Training Opportunities

Training Courses

- Abroadship.org
- Salto Youth



Training Opportunities

Adult Education Programs (European)

Imprint Plus

- <https://imprintplus.org/>
- Inspire individuals and communities towards making environmentally responsible choices.

IMPRINT+

SHADOWS Program

- <https://creative-entrepreneurs.eu/>
- Over 100 hours of training and resources addressing specific topics about Creative and Cultural Industries



EPALE

- Online platform for adult education

Any
Questions



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