



Case Study: Strengthening Program Impact & Fundraising Capacity for an At-Risk Youth Job Training Nonprofit

Background

This nonprofit equips at-risk young adults with the skills and support they need to secure stable employment and build self-sufficient futures. Facing a pivotal growth stage, they sought consulting support to:

1. Clarify and strengthen program design and measurability.
2. Increase fundraising capacity with a sustainable, multi-channel approach.

Objectives

- Build **clarity and alignment** around client needs and program goals.
- Develop a **logic model** for the job training program linking activities to measurable outcomes.
- Establish **Objectives & Key Results (OKRs)** for program and staff performance.
- Design and train staff on a **multi-channel fundraising strategy** with clear targets and workflows.

About Project Diakonia

We are a solutions-oriented project working to address gaps in services for youth transitioning into adulthood, with services including, but not limited to: training certificate programs, career navigation and placement, and support for employment barriers.

Vision

A Colorado where every young adult has a pathway to success, regardless of their needs, barriers or background.

Mission

To empower underserved youth through vocational training and education, paving the way for them to transform their lives.

Our Approach

1. Staff Workshops & Empathy Mapping

We began with a virtual staff session using empathy mapping to help the team deeply understand the experiences, barriers, and aspirations of their young adult clients. This included identifying **personas**, validating assumptions, and building a shared understanding of success indicators.

2. Program Logic Model Development

We facilitated the creation of a detailed **logic model** for the job training program. This framework:

- Outlined **inputs, activities, outputs, and short/long-term outcomes**.
- Provided a basis for grant reporting and evaluation.
- Connected each program activity directly to desired participant outcomes.

3. Program Design & Measurables (OKRs)

Through facilitated ideation and goal-setting sessions, staff defined OKRs for program delivery and outcomes. These measurables ensured accountability and were tied directly to the logic model.

4. Data-Informed Program Refinement

Using benchmarking research, competitor mapping, and a targeted client survey, the team refined their program focus areas. The survey captured key insights on client needs, validating which supports and training methods would have the highest impact.

5. Fundraising Plan & Channel Map

We designed a **comprehensive fundraising channel map and workflow**, which included:

- Annual fundraising targets from 2024–2027.
- Multiple channels — major gifts, recurring donor campaigns, church and community partnerships, corporate sponsorships, and events.
- Campaign timelines, key measurables, and content strategies for email, social media, and in-person outreach.
- Pipeline visibility, so leadership could track where revenue and donor engagement originated.

Results

- **Strategic Alignment:** Staff reported greater clarity on client needs, program goals, and how their roles contribute to measurable outcomes.
- **Actionable Roadmap:** A finalized **logic model** and OKR set now guide both program delivery and evaluation.
- **Fundraising Capacity:** Leadership has a structured, multi-channel fundraising plan with quarterly and annual targets aligned to program growth goals.
- **Donor Engagement Tools:** Visual channel map and workflows now serve as a reference for all outreach efforts.
- **Scalable Framework:** Both the program model and fundraising plan were designed for annual updates, enabling sustained growth.

Consulting Role

From initial needs assessment through final deliverables, we facilitated workshops, designed strategic tools, and provided hands-on staff training. Our role bridged **program impact strategy** and **fundraising execution** so the organization can grow sustainably without losing focus on mission.

From Our Client

"Working with Greg was transformative for our organization. He guided our team through a clear, structured process that brought alignment around our program goals and client needs. His expertise in program design, measurable outcomes, and fundraising strategy helped us create a logic model, establish clear KPIs, and develop a sustainable multi-channel fundraising plan. Greg not only provided practical tools but also empowered our staff with clarity and confidence. Thanks to Greg, we now have a scalable framework that strengthens both our program impact and fundraising capacity."

Cliff Hunter - Executive Director, Project Diakonia

If you need help developing a strategic plan or exploring innovative solutions, please reach out!

You can **[put time directly on my calendar here](#)** for a discovery call or email me at **info@9odayfocusfreedom.com**



Case Study: Guiding the LCS Board and Leadership Through a Focused Virtual Strategic Planning Process

Background

The Lakeside Curative Services organization sought to develop a clear, actionable strategic plan aligned with its mission and vision while addressing current challenges in both community and contract services. Facing busy schedules and limited availability, the organization needed a streamlined, effective planning approach that would engage both board members and staff directors.

Challenge

Traditional strategic planning often requires extended in-person retreats or multi-day sessions, which can be difficult to coordinate and execute effectively with busy nonprofit teams. Additionally, many organizations rush to create a plan without deeply exploring core strategic challenges or aligning fully on mission-driven goals. This nonprofit wanted a process that would foster

About Lakeside Curative Services

LCS Provides Training and Community Engagement for Youth and Adults of Varying Abilities to Enhance their Self Esteem and Quality of Life.

“Potential is Limitless”

Look around you, and you'll find people of all abilities who are vital participants in their communities despite any barriers they may encounter. They are productive; they contribute. Their “potential is limitless”.

thoughtful discussion, collective input, and strategic clarity, all within a virtual setting.

Solution

Greg designed and facilitated a structured, three-session virtual strategic planning process using collaborative online tools to maximize engagement and productivity. The approach emphasized:

- **Focused sessions:** Three 2.5-hour virtual meetings spaced to allow reflection and preparation between sessions.
- **Collaborative technology:** Use of an online mural board for individual and group contributions in real time, enabling remote collaboration.
- **Mission-driven focus:** Ensuring vision and mission were the central guiding questions throughout the process.
- **Strategic problem-solving:** Prioritizing identification of core challenges and exploration of strategic possibilities, rather than rushing to produce a plan.
- **Iterative testing:** Developing “tests to learn” to validate strategic options before final decisions, promoting data-informed planning.

Process Overview

- **Pre-Session Preparation:** Participants were oriented on the time commitment, technology (mural board), and process expectations to set clear roles and build trust in the virtual format.
- **Session 1:** Reviewed vision and mission, identified strategic focus areas for both community and contract services, and began ideation on potential strategies.
- **Session 2:** Revisited vision and values, expanded on strategic possibilities, identified barriers, and developed tests to assess the feasibility of each strategy. Testing was delegated to staff teams for follow-up to streamline board involvement.
- **Session 3:** Finalized vision and values alignment, decided on strategic objectives, established measurable Objectives & Key Results (OKRs), and planned for dashboard updates to support ongoing board oversight.

Results

- **Strategic Clarity:** The nonprofit gained clarity on its strategic priorities, with a clear understanding of challenges around expanding the client base and increasing brand awareness both for program participation and employment recruitment.
- **Data-Informed Strategies:** By breaking down brand awareness into two distinct strategies and incorporating testing phases, the organization was able to refine its approach based on real-world data and expert input, including exploring marketing partnerships and wage competitiveness.
- **Engaged Stakeholders:** The board and staff were engaged and aligned throughout the process, building a strong foundation for execution with agreed-upon metrics and accountability mechanisms.
- **Efficient & Impactful:** The virtual process respected busy schedules while fostering deep reflection and collaborative input, resulting in a strategic plan grounded in the organization's mission and tailored to its unique context.

From Our Client

"Greg led our board through an engaging and productive strategic planning process that helped us identify our most pressing issues, develop actionable solutions, and set clear goals aligned with our mission. He explained concepts clearly, making the virtual format through Mural easy to follow and accessible for everyone's schedules. The online approach allowed all board members to contribute—whether by speaking or typing—ensuring every voice was heard. Greg was a pleasure to work with and provided thoughtful guidance every step of the way."

Alison Hoffman - LCS Executive Director

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We love this stuff!

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