



Outcomes Lab Services

April 2009

Overview

This is a brief description of the programs and services offered by Convergent's Outcomes Lab. All are designed to help nonprofits become more effective, more financially sustainable, and better deliver outcomes that benefit their community.

Our seminars and workshops are designed to provide an understanding of the highly effective concepts of the Investment-Driven Model™ of funding, and the tools for putting these concepts into practice. Seminars are an easy and affordable way to introduce these concepts into your organization.

One of the most appealing characteristics of our services is their universal application in the nonprofit world. They are as useful to the small rural nonprofit as they are to the large urban organization. They have proven their effectiveness in ranging from Chambers of Commerce to religious organizations, from national museums to rural health networks, and from local youth organizations to international research institutes.

We are committed to providing you with the best, most useful tools for your total funding needs. Please contact our office for more details and a conversation of your organization's situation.

Tom Ralser
Principal

Seminars

Mastering Outcomes (3 hours)

Learn how to capitalize on your organization's outcomes using CSG's Investment-Driven Model™. This session is an introduction to the proven system that unlocks the value that you deliver and communicates your outcomes in terms that potential investors understand and appreciate.

Organizational Value Proposition® Basics (4 hours)

Demonstrating the value of the good work you do has never been more important, especially in today's economic environment. OVP is the ROI (return on investment) of the nonprofit world, where the effective communication of meaningful, measurable results lead to more and larger investments.

Fundraising Foundations (4 hours)

Build a solid foundation for successful long-term fundraising using CSG's Investment-Driven Model™. Develop the campaign structure, leadership roles, benchmarks, and funding message that resonates with today's funders. This session includes the two critical components of a successful funding effort: the feasibility analysis and the campaign itself.

Using ROI as a Funding Advantage (6 hours)

Capture the attention of potential investors, especially during these difficult economic times, by developing your organization's ROI, and putting it to work in a funding context. Craft a program of work that respects your mission *and* provides potential investors with a reason to invest using specific ROI scenarios.

Developing Asking Rights™ (4 hours)

Why do some nonprofits get funded and others don't? Become successful at demonstrating your organizations value to investors and using it as an effective funding tool by developing your "asking rights". This session will focus on developing a consistent "ask message" that resonates with today's investors in nonprofits.

Workshops

Successful Foundations for Six-Figure Asks (three 4-hour sessions)

The “ask” is often the most feared, but is arguably the most important, step in the entire fundraising process. Utilize OVP and the Investment-Driven Model™ concepts to raise *more* money *faster* by developing your investment-based fundraising message and emphasizing ROI. At the conclusion of this workshop, your organization will be able to answer the often heard question: “Why is your organization more deserving than all of the others asking for money.”

Beyond Evaluations (three 4 hour sessions + individual sessions)

Transform outcomes into funding by moving your organization from the traditional charity mindset to one of sustainable investment. Learn how to apply an ROI-based framework to identify your areas of value, communicate that value to investors, and present the results in a comprehensive Organizational Value Proposition®. By illustrating the value your nonprofit creates in your community, this report creates a compelling case for investment from area businesses, organizations, and individuals.

Sustainability Planning (three 4-hour sessions + individual sessions)

Create an effective Sustainability Plan that capitalizes on the unique talents and capacities of your organization that will become the cornerstone of future funding efforts. Sustainability Plans provide the roadmap for funding, from whom to target to how to secure their pledge, and bridge the gap between a strategic plan and actually delivering outcomes that are appealing to potential investors. Your plan will become the blueprint for moving forward with a truly sustainable organization.