



# Benchmarking for Organizational Effectiveness

As you look at strengths and challenges of how your organization functions, consider the following elements:

## Vision and planning

- Vision and goals
- Strategic Plan
- Annual Plan
- Evaluation

## Programs and campaigns

- Choosing programs strategically
- Monitoring goals
- Building support
- Program success (outcomes, monitoring progress)

## Staff

- Expertise
- Adequate pay
- Manageable workload/ turnover
- Adequate office and systems
- Training
- Work plans
- Regular evaluations
- Work with board
- Communications/ relations among staff

## Communications and alliances

- Public information
- Media coverage
- Electronic communications
- Public feedback
- Alliances
- External stakeholder needs
- On-going communication with funders/donors

## Budgeting, accounting and reporting

- Budget
- Accounting system
- Internal controls
- Financial audit
- Reporting

## Fundraising and resources

- Fundraising plan
  - Diversified fundraising sources
- Tracking donations
- Cost effective
- Tracking success

## Members, volunteers, interns

- Systematic recruitment
- Development of volunteer leaders
- Jobs/tasks for volunteers
- Volunteer recognition

Facilitation, mediation, evaluation, graphic recording, capacity building:

- Effective organizations
- Multi-organizational collaborative solutions

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# Organizational Assessment

- Evaluation of effectiveness

## Board

If your organization has a board, also consider:

- **Meetings**

- Preparation
- Decision making
- Board minutes
- Evaluation of effectiveness

- **Composition and renewal**

- Mechanism for renewal
- Skills
- Orientation/mentoring of new members

- Nomination process
- Guidelines for recruitment
- Diversity

- **Roles and responsibilities**

- Committees
- Delegation
- Financial oversight
- Outreach
- Fundraising
- Board performance evaluation
- Board functioning – team players?  
Support staff needs? Clear expectation for participation?

Adapted from:

*Institute for Conservation Leadership*. No date. *Benchmarking Your Organization's Development*. Washington DC: Institute for Conservation Leadership.

*An Organizational Assessment Tool for Environmental Education Organizations*. 1999. Beasley, T.; Ruskey, A., McReynolds, C., and Wilke, R. Stevens Point, WI: Environmental Education and Training Partnership, University of Wisconsin-Stevens Point, College of Natural Resources.