Decision Making Framework for Nonprofits

Navigating Your Options

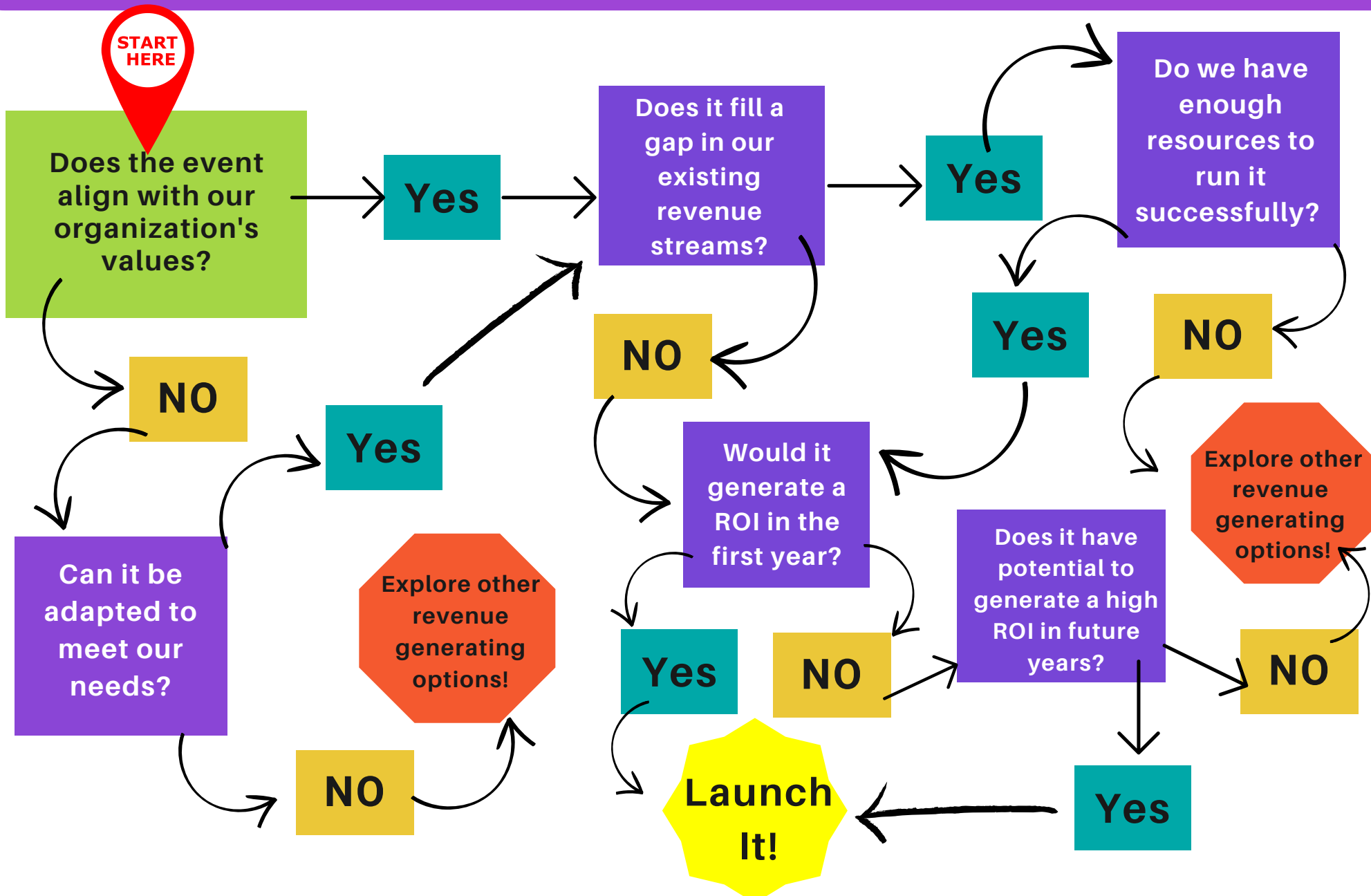# Why Nonprofits Should Use a Decision Making Framework

From board members to fundraisers, implementing a decision making framework is useful for all levels of your organization. And with so many moving parts, nonprofits need to be able to make quick decisions in order to keep operations moving forward, keep stakeholders engaged and keep revenue coming in the door.

By [implementing a decision making framework](#) at your organization, you're starting an important exercise that will engage the right people, consider as many outcomes as possible and lead to an educated, data-driven outcome.

This decision making framework linked in this document is designed to help you chart the best path forward. To use this template, start by identifying the question you are trying to answer and the decision variables (the most important considerations for your outcome). From there, add in the possible conclusions for your scenario and map it all out together!
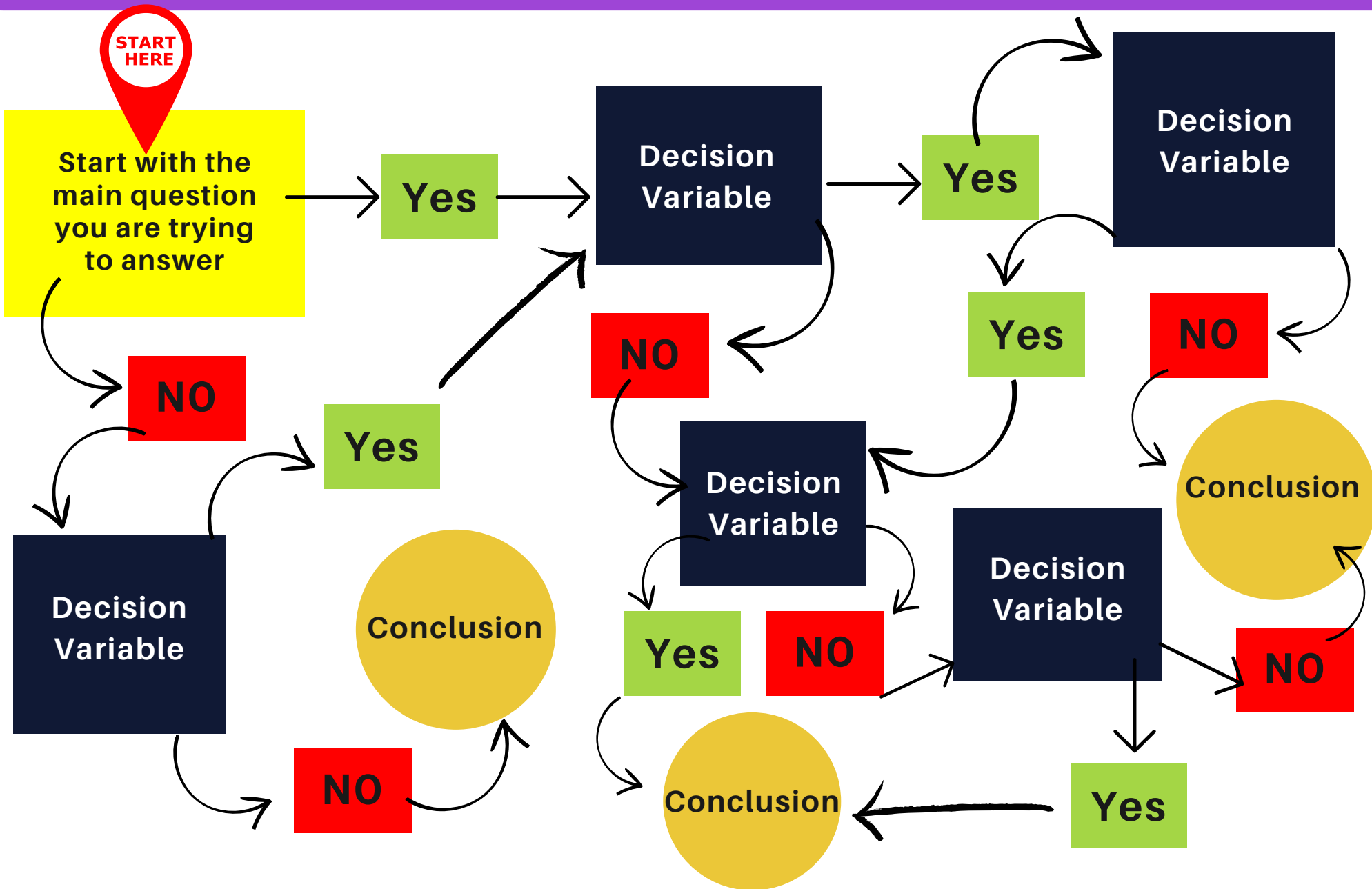
Example

Should Your Organization Launch a New Fundraising Event?

START HERE

Does the event align with our organization's values?

→ **Yes** → **Does it fill a gap in our existing revenue streams?** → **Yes** → **Do we have enough resources to run it successfully?**

NO (from align with values) → **Can it be adapted to meet our needs?** → **Yes** (back to fill a gap)

NO (from adapted) → **Explore other revenue generating options!**

NO (from fill a gap) → **Would it generate a ROI in the first year?**

Yes (from resources) → **Would it generate a ROI in the first year?**

NO (from resources) → **Explore other revenue generating options!**

Would it generate a ROI in the first year?
- **Yes** → **Launch It!**
- **NO** → **Does it have potential to generate a high ROI in future years?**

Does it have potential to generate a high ROI in future years?
- **Yes** → **Launch It!**
- **NO** → **Explore other revenue generating options!**

Decision Making Framework Template

Download the full template here.

START
HERE

Start with the main question you are trying to answer

Yes → Decision Variable → Yes → Decision Variable

NO

Yes

Decision Variable

NO

Conclusion

Yes

Decision Variable

Yes

NO

Conclusion

Yes

NO

Decision Variable

NO

Conclusion

Yes

Decision Variable

Conclusion

NO

Yes

Why Choose Data Driven Decision Making?

When it comes to the choices we make, most of us like to think we make good decisions. And while the everyday decisions such as what to eat or what to wear are typically easy to make, the choices that we encounter at work are often far more intense.

High-stakes decisions are frequently more complex with many possible solutions. How do you make the best choice? Should you place more weight on data, or go with your gut? Whom do you consult to help you make the decision?

The art of [decision making](#) isn't always about making the "right" decision — it's about making a choice based on the information you have available to you at that time. Making decisions based on data allows you to use the past to predict the future, but with so much data to navigate, how can nonprofits make [data-driven decisions](#)? It all starts with a decision making framework! When properly defined and adopted, a decision making framework allows [nonprofits to start charting a path forward](#) quickly while taking into account as many factors as possible.

Looking for more resources to support data-driven decision making?

Learn how to set achievable KPIs for your nonprofit

Start developing accurate fundraising forecasts

Download the Guide

Download the Calculator