

Florida Non-Profit  
Housing Presents :

*SUCCESSFUL  
PLANNING FOR  
ORGANIZATIONAL  
SUCCESS*



# *Our mission*

FLORIDA NON-PROFIT HOUSING, INC.'S MISSION IS TO ENSURE THE AVAILABILITY OF SUITABLE HOUSING FOR LOW TO MODERATE-INCOME FAMILIES AND FARMWORKERS IN RURAL COMMUNITIES.



# *Overview*

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-Key elements of Organizational Success

- a. Defining Success
- b. Planning for Success
- c. Managing Success
- d. Measuring Success

# *DEFINING SUCCESS*

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- Strategic Plan should define goals and outline measurable steps to achieve them
- Goals should be concrete and measurable to enable clarity of successful goal achievement
- Articulation of goals should be transparent, succinct, and communicated to the Board; Stakeholders; and staff







# *PLANNING FOR SUCCESS*

- A strategic plan that is allied with the organizations' mission: articulates achievable goals and is periodically monitored; updated and embedded in operational goals is a critical component of planning for success
- An actionable implementation plan for the strategic plan, which is more granular than the strategic plan, and which contains measurable goals for each operating unit of the organization
- Business plan for each line of business.
- Sub organizational and individual performance goals should reflect strategic goals in part, and be concrete and measurable

# *BUSINESS PLANNING- KEY PLANNING ISSUES*

- I. Needs Assessment-Market Analysis
- II. Key Objectives
- III. Operational Strategy
- IV. Staffing Needs



# *MANAGING FOR SUCCESS*

## **Board Development**

- i. Board training
- ii. Board engagement
- iii. Board recruitment

# *MANAGING FOR SUCCESS*

## Resource Development

- i. Managing existing funding streams
- ii. Identifying new partners/funders
- iii. Matching resource and program development



# *MANAGING FOR SUCCESS*

## **Financial Management**

- i. Updated financial management policies and procedures
- ii. Oversight of fiscal controls

# *MANAGING FOR SUCCESS*

## **Human Resources**

- i. Skills match job requirements
- ii. Training!!
- iii. Communication
- iv. Culture

# *MEASURING SUCCESS*



- I. Key performance indicators
- II. Data driven
- III. Impact metrics

# *SAMPLE KEY PERFORMANCE INDICATORS*

1. Number of people served
2. Number of homes built
3. Number of low income households served
4. Number of very low income households served
5. Percentage of budget spent on overhead
6. Number of donors
7. Total amount of donations
8. Number of volunteers
9. Net income
10. Staff retention rate



# *IMPACT MEASURES*

Impact measures are designed to gauge the community or societal impact of your activities. They differ from performance indicators, which measure the output of your activities, but not the general outcomes

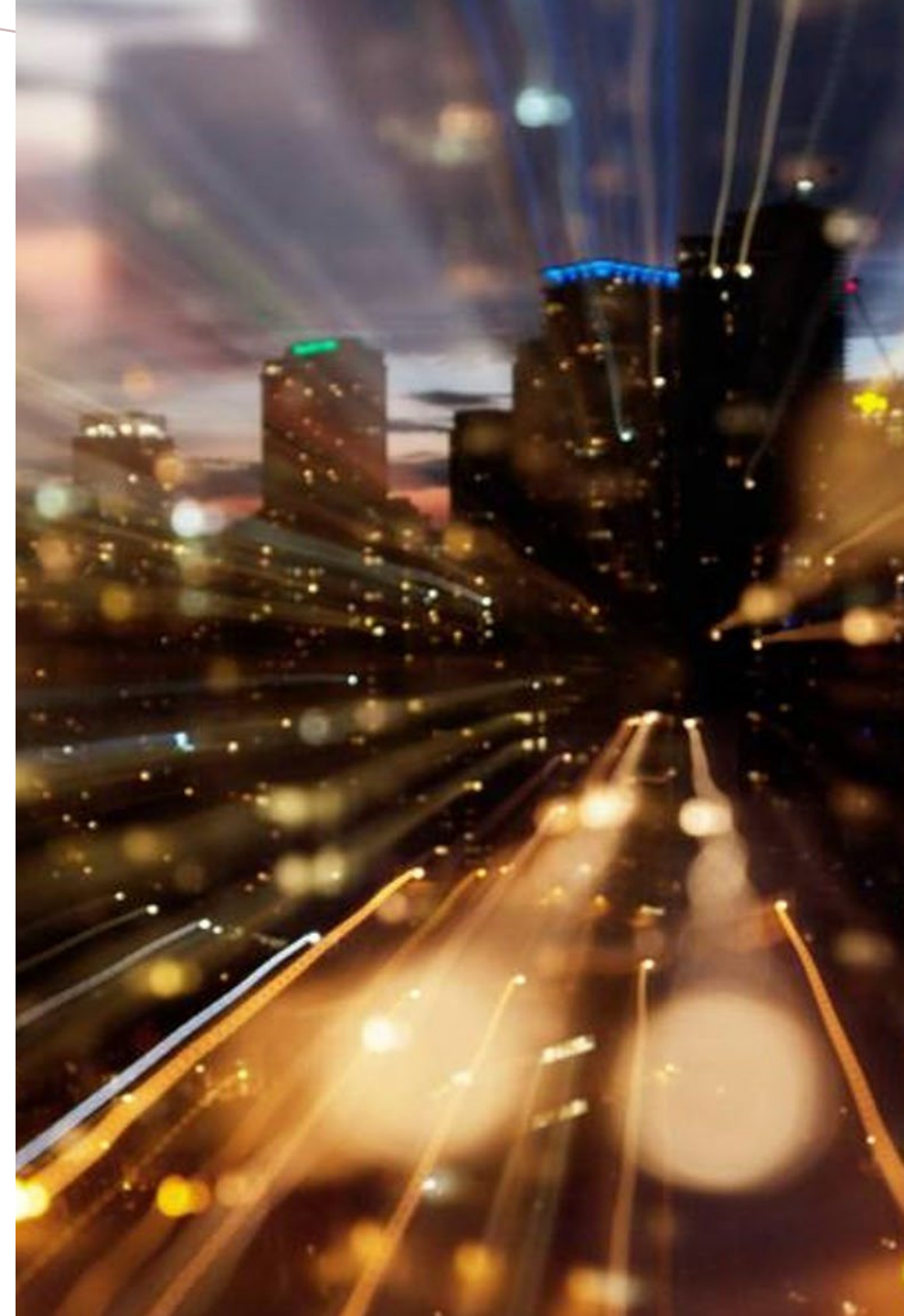


# *SAMPLE IMPACT METRICS*

1. Reduction of homelessness
2. Higher home ownership rates
3. Reduction in poverty rate
4. Higher median incomes
5. Lower dropout rate
6. Higher employment rate
7. Lower morbidity rate

# *OBSTACLES TO SUCCESS*

- i. Financial Resource constraints
- ii. Skilled staff
- iii. Management execution
- iv. Workplace Culture



For additional information, please contact:

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