

How to Build Organisational Capacity

“Every ministry already has the perfect organisation to do what you are currently doing.” If you want to accomplish more, expand your “capacity,” and accelerate your outreach, you must focus on eight critical areas.

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- I. The Eight Areas – There are eight areas that must be addressed to accelerate the impact of your organisation. They include:
 1. Increase revenue – Organisational leadership must determine ways to expand organisational revenues.
 2. Actively recruit – Focused efforts to recruit clients, donors, volunteers, and other groups perceived as being critical to long-term success.
 3. Track attrition – Efforts to engage new supportive constituents is a priority. Energies need to be focused on constant evaluation of attrition (retention) and retention rates.
 4. Relate to those outside your organisation – Others need to know who you are, what you do, why you do it, and precise ways in which they can be involved.
 5. Manage data – The organisational database is at the heart of the success of every organisation. Gathering names, tracking individual involvement, and generating regular reports will determine your enduring success.
 6. Strategic planning – All efforts, both macro and micro, need to be strategically planned, carefully scrutinized, and constantly evaluated.
 7. Organisation – Organisational management needs to be analysed and efforts expanded to engage more people in the support of the organisational initiatives.

8. Outcomes – Measuring the success of your organisation through evaluative analyses needs to be constantly measured to assure that your organisation’s mission has been effective and has not drifted from its primary objectives.

II. Beginning the Process – Often, capacity building is a multi-year process that engages strategic teams who are committed to accomplishing clear and precise outcomes. This will require:

1. Focus on mission – The foundation of an organisation is built on a statement of your mission and purpose. Every aspect of work should focus on this and rigid evaluation of what needs to be done to contribute to that mission. Projects, programs, activities, and events need to contribute to mission and purpose or be discontinued.
2. Vision – The vision of the organisation should be clearly articulated, quantifiable, measurable, and regularly reviewed.
3. Strategic Plan – a strategic plan needs to articulate annual goals every 2-3 years and evaluated annually.
4. Development Plan – The strategic plan should not be made public until a development plan is in place that validates that the essential resources required can assure the successful completion of the strategic plan.

III. Conclusion: Capacity building is an ongoing program that never ceases. It engages organisational personnel along with individuals presenting groups perceived as critical to the success of the organisation.