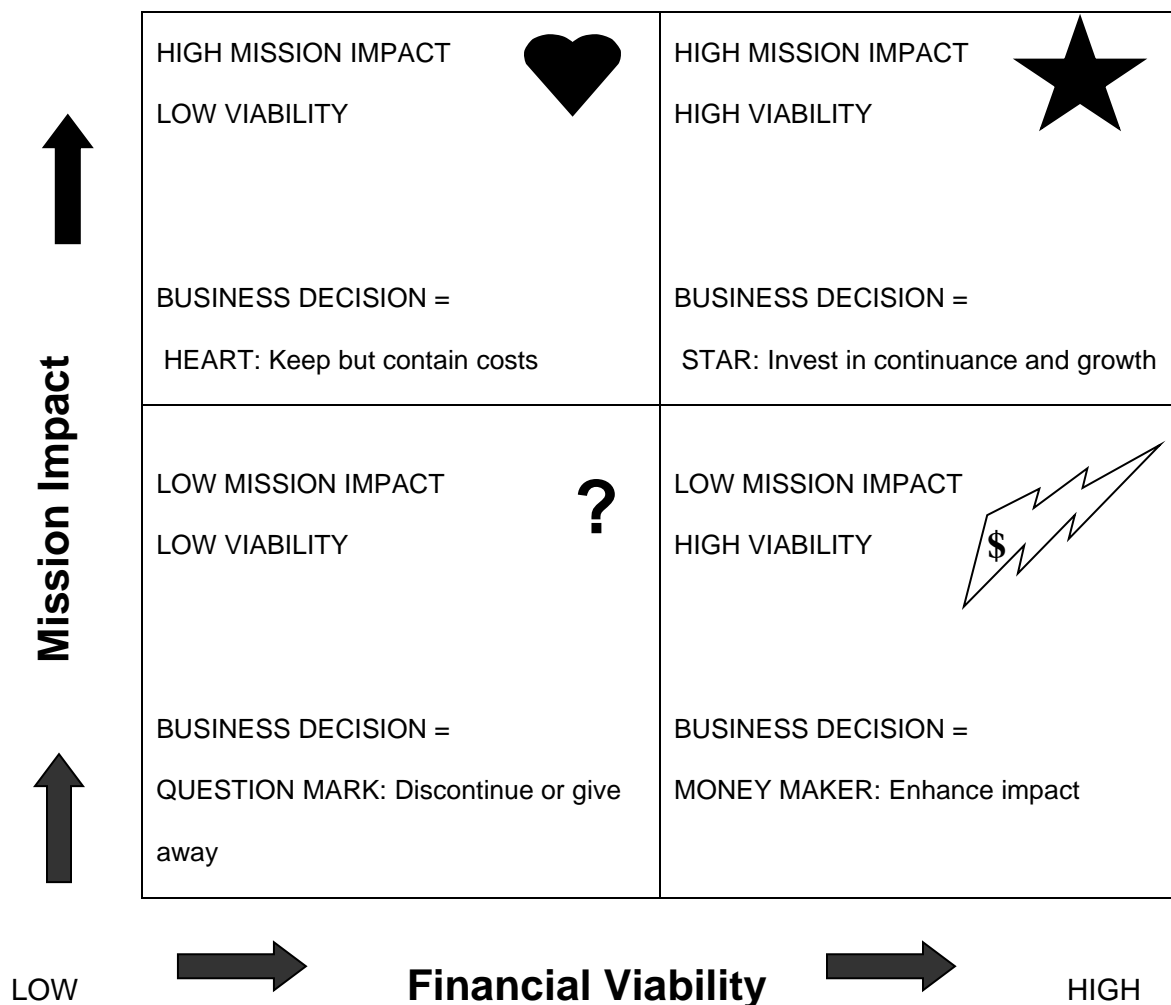




SPiN: Strategic Planning in Nonprofits

Compasspoint's Dual Bottom-Line Matrix

This is a business planning tool. During the "planning" phase of SPiN, use it to further prioritize strategic priorities that are program and business related. It's a tool that looks at programs in the context of their financial viability, an important consideration during the planning process. Place your current programs on the matrix and then use that to help in the development of strategic priorities.



- Some of the characteristics of programs with *high impact mission*: tangible results; visible progress toward the achievement of the organization's mission; high leverage potential—synergy with other programs; and high-quality services that distinguish the organization from its competition
- Some of the characteristics of *high viability*: At the very least covers all costs (both direct and indirect); generates a surplus of revenue; projected to have financial sustainability for the future; a proven financially viable business model

Source: *Strategic Planning for Nonprofit Organizations*, Alison & Kaye, available from Compasspoint.org

