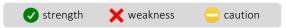
DoGoodNow EVALUATION

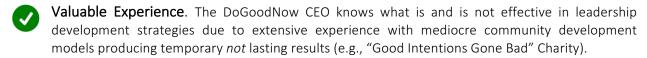


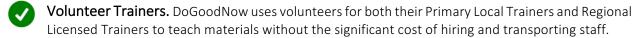
STRATEGY



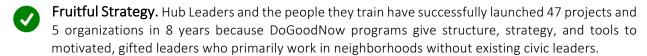
Training Requires Results. 1000s of nonprofits "train" leaders, but DoGoodNow only graduates people if they start or join a community service organization and recruit 10+ new volunteers.

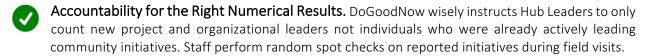
LEADERSHIP

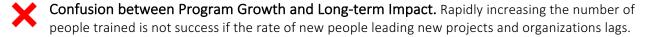




IMPACT







FINANCES



High Travel Costs. Operating in 37 neighborhoods in 7 cities with plans to serve a total of 63 neighborhoods in 15 cities by 2017 creates significant travel costs from their HQ location.



No Financial Dependency. DoGoodNow only pays 4 salaries for staff living outside the HQ location in the 7 cities where they oversee trainings. Their bi-vocational model for community leaders and immediate requirement to mobilize a dozen more volunteers eliminates permanent financial need.

DONOR ADVICE

Great Strategy. DoGoodNow has learned from other community development mistakes and created a cost-effective model that gets results. The practical training, simple tools, consistent structure, and volunteer engagement make their model scalable in cities where a new organization could impact mixed income neighborhoods marked by negative crime, property value, and education trends.

Overaggressive Expansion Plans. DoGoodNow's plan to spend \$452,000 to create training videos for all 3 levels of their leadership development program is premature before establishing the effectiveness of the model without a master trainer in the room. Funding and evaluating Level 1 video training would be a good PILOT to test the quality and outcomes of video-based training before committing all \$452,000 for Levels 2 and 3. Investing \$150,000 once DoGoodNow establishes metrics and a timeline for determining success is a wise investment in a proof of concept that could facilitate future growth.