

DoGoodNow EVALUATION



strength



weakness



caution

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



Valuable Experience. The DoGoodNow CEO knows what is and is not effective in leadership development strategies due to extensive experience with mediocre community development models producing temporary *not* lasting results (e.g., “Good Intentions Gone Bad” Charity).



Volunteer Trainers. DoGoodNow uses volunteers for both their Primary Local Trainers and Regional Licensed Trainers to teach materials without the significant cost of hiring and transporting staff.

IMPACT



Fruitful Strategy. Hub Leaders and the people they train have successfully launched 47 projects and 5 organizations in 8 years because DoGoodNow programs give structure, strategy, and tools to motivated, gifted leaders who primarily work in neighborhoods without existing civic leaders.



Accountability for the Right Numerical Results. DoGoodNow wisely instructs Hub Leaders to only count new project and organizational leaders not individuals who were already actively leading community initiatives. Staff perform random spot checks on reported initiatives during field visits.



Confusion between Program Growth and Long-term Impact. Rapidly increasing the number of people trained is not success if the rate of new people leading new projects and organizations lags.

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.