

03

ACTIVITY SCREENING TO INCREASE SOCIAL IMPACT AND PROFITABILITY



1h 40m



SMALL GROUPS

DESCRIPTION

This exercise is to help to identify organizational activities which may be costing more time and resources than they are returning in social impact.



PREPARATION

Prepare a complete list of all the activities that your organization does (e.g. seminars, tree plantings, information campaigns, etc.), excluding activities for internal operation.



MATERIALS

- Markers
- Flip Chart



TOOLS

- Worksheet:
Activity Model (01)



GROUNDWORK

ACTIVITY MODEL

STEP 1 **IN SMALL GROUPS:**

Think about each activity that your organization engages in and ask the following two questions: **[45 MIN]**

- a. How much social impact does this activity create? Does it align with our mission and core values?
- b. Does this activity help us fundraise or attract donors?

STEP 2 Place each activity into a suitable quadrant on the "Activity Model Matrix" in **Activity Model (01)**  **[10 MIN]**

STEP 3 **IN PLENUM:**

Each group presents their analysis. Then, the whole group works together to create one matrix. **[30-45 MIN]**

NOTE:

This exercise is meant to help organizations with limited resources create the greatest possible impact. It is meant to be a compass for action rather than a mandate. Other factors, not just impact and profitability, may be important for assessing organizational activities.