

## Rethinking your programs.

As nonprofits grow and expand the scope of what they do, they organize their work into distinct programs for each service provided, or each population served. If this categorization is not revisited and updated over time, it can sometimes create challenges that affect the organization's budget and impact.

At Thurlow/Associates, we help nonprofits organize their programs to streamline services, simplify messaging and appeal to funders. Below are a few examples.

*Challenge: Famine in one program, feast in another.*

Organization X had two youth-centered art programs. One provided art lessons after school during the year. The other focused on art classes at a summer camp. Although the school-based program was well funded, Organization X's staff was always scrambling for funding when the countdown to summer began.

*Solution: We recommend combining programs with similar services to allow better distribution of funding.*

In this case, we recommended merging Organization X's two youth-focused programs together, and worked with the client to update their fundraising approach accordingly. This also resulted in a more robust program budget, allowing them to ask for larger grant amounts.

Sometimes, the answer is not to merge programs together, but to tease out details that might be attractive to funders.

*Challenge: Ill-defined programs make for an uninspired ask.*

Organization Y focused on assistance for those experiencing homelessness. They came to us to help define their services in a way that would get them funding.

*Solution: We suggested thinking strategically about how to group services into funder-friendly categories, and then budgeting accordingly.*

Knowing many funders have a strong interest in supporting housing, we teased out all aspects of Organization Y's work that could be included in that category (including any services provided at housing sites) and created a fully-loaded housing program budget. We also crafted a program budget surrounding job-related services, and another that encapsulated all their outreach work.

How you delineate your programs can make all the difference in fund development. If you want to take your organization's fundraising to the next level, it may be time to revisit how you frame your programs.

*To learn how Thurlow/Associates can help you strategically organize your programs, contact us for a no-cost consultation. You can reach us at (310) 675-6497 or at [hello@thurlowassociates.com](mailto:hello@thurlowassociates.com).*