



Capacity = the ability to achieve the TU mission

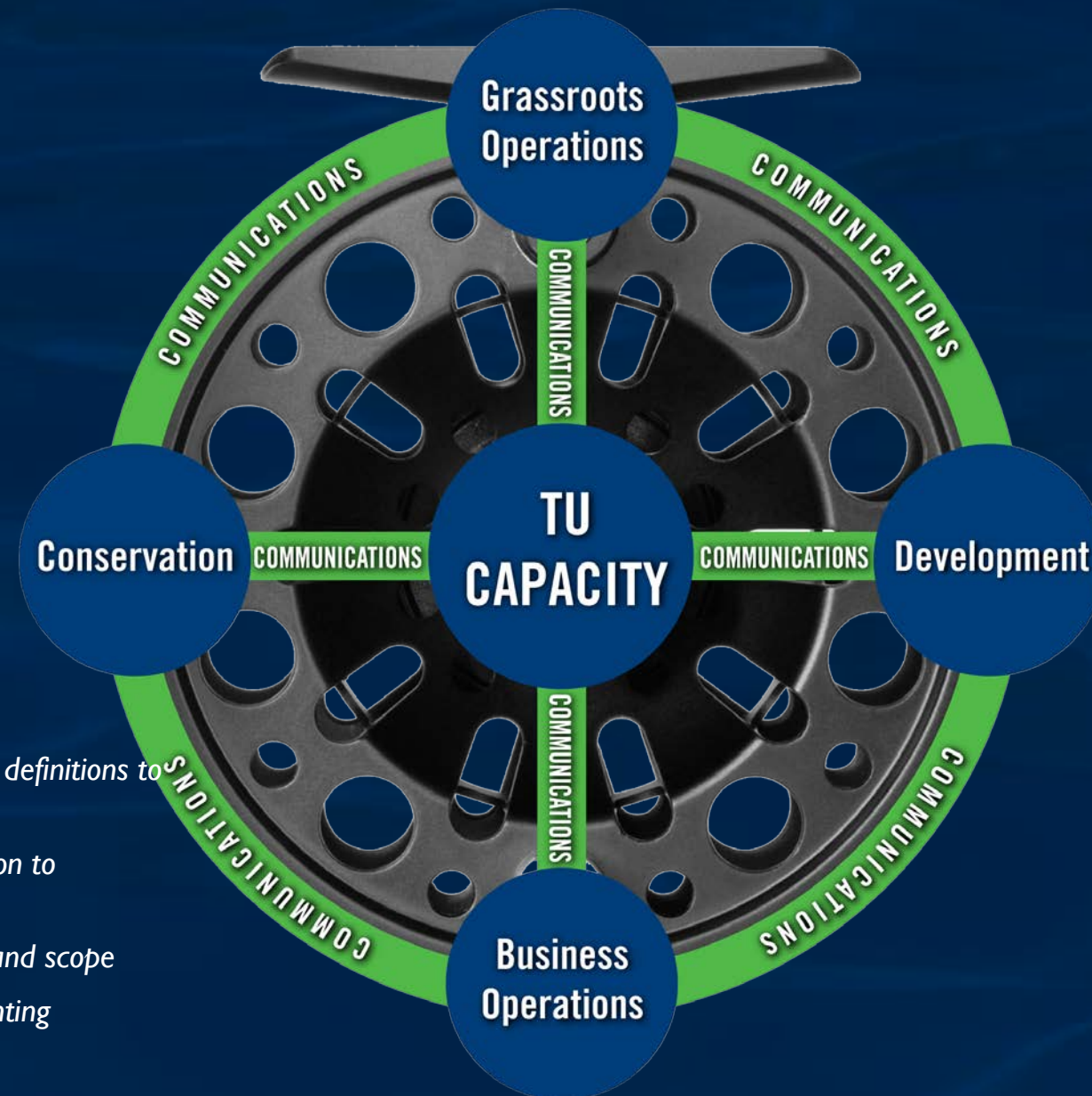
Non-profit capacity probably has as many definitions as the number of non-profits in existence. The multitude of definitions often use language riddled with jargon and “hidden” subtext prone to creating misunderstanding and confusion. At its most basic level, however, capacity is the “ability to do something.” The most important *something* we *do* in TU is achieve our mission; our *ability* is determined by the means or skills we possess. Attempts to increase TU capacity can easily become overwhelming due to the broad scope of things we do and range of our means and skills. Categorizing everything within this scope and range into one of five components of the TU Capacity Reel makes the task of increasing capacity much easier. Focusing on one specific component that directly affects TU capacity enables easy identification of viable paths to improve means or skills. Applying improvements in one component area to others through communications multiplies the direct effect on our ability to increase capacity due to the inter-connected and contributory nature of all TU capacity components.

Grassroots Operations

- Enhance leadership skills for increased leader effectiveness
- Increase accountability for leader responsibilities
- Increase clarity of leadership roles and expectations
- Enhance staff support across more chapters and councils
- Stronger succession planning
- Enhance collaborative internal culture
- Increase number of “How to...” trainings (e.g., How to motivate, delegate, facilitate,, etc.)

Conservation

- Improve clarity of Protect, Reconnect, Restore, Sustain definitions to improve progress reporting
- Increase the quantity of work through direct correlation to development success
- Increase expertise to remove limitations on quantity and scope
- Create teams (e.g., Home Rivers Initiatives) implementing watershed-scale projects



Business Operations

- Improve financial literacy through trainings
- Increase effectiveness of expense management
- Efficient use of resources

Development

- Increase training in best practices
- Diversify revenue streams (e.g., donors, events, corporate sponsors, legacy gifts, etc.)
- Increase cohesiveness of org-wide revenue capture plan

Communications

- Improve and enhance internal and external comm.
- Improve consistency of messaging to donors, TU leaders, TU membership, general public, NGOs, etc.
- Maximize marketing effectiveness
- Clarify TU branding
- Increase name recognition
- Improve identification and capture of target demographic(s)