



### SELECTION CRITERIA

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Common Impact's nonprofit clients are high potential organizations who are ready to amplify their impact. Our ideal clients will exhibit the following qualities:

- *Strong executive leadership.* We are looking for dynamic and engaging leaders with a strong social vision. The executive director of our ideal client will articulate a clear direction for the organization, energize staff and supporters, wholeheartedly believe in an outcomes-driven approach, listen to and learn from stakeholders, and foster innovation to meet the evolving needs of clients.
- *Potential to create deep social impact.* Our ideal client will demonstrate that they have the potential to take a compelling vision, break it into tangible programs and services, reliably produce the intended results, and hone the model over time. With a promising program in place and a clear understanding of how your organization will move forward in the coming years, Common Impact can help take your initial successes, strengthen them with capacity-building interventions, and ultimately allow you to create even greater impact in our communities.
- *Effective relationship builder.* Our model is built on the premise that no one person is an expert with all the answers—we believe that powerful change occurs when highly skilled corporate employees come together with visionary nonprofit leaders to address critical business needs. Thus, we look for organizations who leverage external resources, create partnerships, understand how to work with people from different backgrounds, find systematic ways to incorporate results from each relationship, and ensure that value is created for all participants. We believe that we will only achieve our mission when our clients play an active role in engaging, supporting, and recognizing their corporate partners and project teams.
- *Organizational readiness.* We find that our most successful clients fit the following readiness criteria: an operating budget between \$750,000 and \$3,000,000; a recent history of financial stability; no significant staff turnover in the last few years; committed personnel resources who can dedicate time to manage this project; and the recent completion of a strategic plan or theory of change exercise. These requirements are not absolute because we recognize that every organization is different, however most of our clients will meet these criteria.
- *Fit with Common Impact's services.* We look for organizations who can articulate a compelling need that can be effectively addressed by the services we deliver. Our ideal clients will see technology, marketing, and human resources as tools that can help strengthen constituent service; while we don't expect you to know how to solve a capacity-building challenge yourself, you should be able to explain why our services will ultimately improve your ability to meet your mission.