



## Community Consulting Teams | Boston

*bringing MBA business expertise to Boston-area nonprofits since 1990*

### **Sample Community Consulting Teams (CCT) Project Descriptions**

*The following paragraphs provide examples of the types of project scopes that are a good fit for Community Consulting Teams' volunteer capabilities, as well as our five month project timeline. Please reach out to the Client Development team at [client@cctboston.org](mailto:client@cctboston.org) to discuss your organization's specific needs and project ideas.*

#### **Sample Marketing Project Descriptions**

Organization ABC struggles to run their education programs at capacity. In order to increase program participation, they would like a CCT team to help them improve their messaging and outreach to students, parents, teachers and school counselors. This project would involve a review of existing marketing materials and internal data, as well as interviews and/or focus groups with key audiences. If time allows, the team will also conduct a small peer review to understand what messaging and means of communication are most effective at attracting kids to their programs.

Organization 123 would like to get their message out more effectively to potential clients, funders and other stakeholders of their professional development-focused education organization. To this end, they would like a CCT team to help them identify the value proposition and other elements of branding and marketing that will resonate both within and beyond the education community.

#### **Sample Operations Project Descriptions**

Organization ABC relies heavily on volunteers, and finding, vetting, training and retaining volunteers, especially throughout the training process, has traditionally been a challenge. The pandemic has exacerbated this challenge, with a significant influx of both volunteer applicants and callers to their helpline. Organization ABC would like a CCT team to take a strategic look at their volunteer management and operations. The team will conduct a peer review, as well as interviews with staff, Board, volunteers, and former volunteers, in order to make recommendations for improvements to Organization ABC's volunteer management process.

Until recently, Organization XYZ was a 100% volunteer-run organization, managed by a team of dedicated and highly skilled volunteer leaders, and involving over 750 volunteer workers in various capacities. They are experiencing continued growth and operational complexity, and are seeking CCT's assistance in determining a new organizational structure, including which positions should be paid employees vs. volunteers.

#### **Sample Business Strategy/Situational Analysis Project Descriptions**

Organization ABC is operating in a changing environment with respect to technological advancements, new discoveries about how children learn, and new educational standards related to their arts education programming. Organization ABC would like CCT to design and conduct an assessment to identify the highest priority needs to address with their program development and delivery. The assessment includes an analysis of current trends, interviews with school decision makers and a peer review of Organization ABC affiliates across the country. The team's analysis and recommendations will directly impact Organization ABC's strategic plans to best serve their arts education community.



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As input to developing a new five-year strategic plan, Organization 123 would like for CCT to complete an assessment of their Strengths, Weaknesses, Opportunities and Threats. The team will conduct interviews with key stakeholders to evaluate mission, programs, operational effectiveness, sustainability plan, and role in the child welfare and juvenile justice systems. The project may include some analysis of competitors and peer organizations, as well as recommendations that emerge from the SWOT analysis and high-level next steps.

Organization XYZ is seeking to differentiate itself in a changing landscape and develop its unique value proposition. They have requested CCT conduct a SWOT analysis of several audiences, focusing specifically on Opportunities and Threats. This analysis will help them prioritize opportunities, refine their mission statement and develop a unique value proposition. The project scope may also include a high-level roadmap for a “top opportunity” identified during the analysis, and it would serve as the preliminary stage of their next strategic plan.

### **Sample Growth Strategy Project Descriptions**

To fulfill their mission, strengthen their position in the market, and secure additional revenue streams, Organization ABC is considering expanding their portfolio of training and education services by developing innovative on-line courses. They would like a CCT team to conduct a feasibility study including a market assessment to ascertain product/market fit, a financial feasibility assessment with an ROI assessment and pricing recommendations, and a risk analysis to identify potential competitors and other threats to the project.

Organization 123 has been growing organically, and recognizes that there is an increasingly larger need for their services. They would like CCT’s help to define a path for growth, focused on their capacity and the market’s needs. CCT activities would include interviews with client personnel, competitive research, financial modeling and reviewing client’s organizational design.

### **Sample Portfolio Analysis/Financial Modeling Project Descriptions**

Organization ABC’s leadership is looking to create a sustainable organization that can operate without the ongoing support of the founding family, and they need a more strategic and focused approach. To better understand the relative costs and effectiveness (i.e., revenue generation and mission impact) of each program, Organization ABC would like CCT to conduct a review of its portfolio of programs. In addition to financial analysis, the CCT team would analyze existing impact data, interview key staff and Board to understand the internal perspective on program impact, execution and potential workflow efficiencies, and interview select external stakeholders (e.g. partners, community leaders) to clarify the importance and impact of various programs. By conducting a portfolio analysis, Organization ABC’s leadership will be able to decide which programs to prioritize for growth, where to focus on improving program economics and operational efficiencies, and where to limit or discontinue investment.

Organization 123 would like CCT’s assistance with completing a profitability analysis for each of their four programs. This analysis would include reviewing program financial contribution (revenue, direct and indirect costs, and break-even) in conjunction with program contribution to accomplishing Organization 123’s mission. The team’s analysis, and brainstorming shaped by it, will inform their 3- to 5-year strategic growth, and capital campaign planning process.