

## KEYS TO ORGANIZATIONAL EXCELLENCE

PMA utilizes a unique approach to working with our nonprofit partners to enhance organizational success.



### SHARPEN YOUR VISION

- Define purpose with greater clarity through effective strategic planning
- Respond to emerging priorities and be amenable to change
- Communicate your vision and mission with compelling messages

### DEVELOP YOUR TALENT

- Unite board and staff around mission and celebrate achievements
- Utilize board member talent and keep volunteers engaged
- Motivate your team through professional development

### SEEK YOUR ALLIANCES

- Understand that client/constituent needs are more important than organizational politics
- Build partnerships, not competitions, to effectively provide services
- Lead initiatives to identify collaborations that enhance the greater good

### ATTACK YOUR FUNDRAISING CYCLE

- Understand "development" is much more than asking for dollars
- Identify potential investors strategically and plan outreach intentionally
- Demonstrate vigorous stewardship and gratitude

### EVALUATE & INNOVATE

- Adapt to meet change, both organizationally and in programming
- Develop timelines, benchmarks, and accountability measures
- Create a culture that utilizes best practice tools to achieve optimal results