

Building Resources and Organizational Capabilities: Questions to Consider



Personnel Resources

- What are existing areas of expertise on staff?
- What staff expertise will be needed to fulfill the mission?

Communication Style

- What is the “look” the organization wants to portray? Will it transcend a period of time and a variety of types and styles of publications?
- What is the communication schedule, including written information sharing, interactive internet-based dialogue, phone calls, and face-to-face interaction?

Services and Resources

- What is the schedule of activities for the year, and how far in advance does the audience need notification of events?
- What services are free and which ones are available for a fee?
- What services are limited to specific groups?
- What are the prevailing reasons for someone to visit the website?
- What web information is invaluable and compelling?
- How does the resource center make work easier for constituents? Are there helpful links, calculators, on-line assessments, registration, and advocacy sign-ons?
- What high quality resources, like curricula, toolkits, trainers, expert technical assistance, and well drafted sample policies, does the organization have to share with constituents?
- What resources do the constituency and the field need?
- What is the organization’s capacity to create new publications, training modules, toolkits, assessments, and other resources that will provide expertise and add value to the field?