



Nonprofit Radio Show Principles

Live your values.

Your organization's values are what you believe is important to your mission. They are the signposts that guide your organization through decisions. As an organization, talk about your values and then make sure you demonstrate these values in ALL of your work.

Know your purpose.

Your purpose is why you do something. An organization has a purpose—why it exists and what difference it sets out to make in the world. Meetings, programs, events, or anything else you do all have a purpose too. When you know your purpose, you make better decisions.

It's all about people.

No matter your mission, people are at the center of your success. These people can be inside your organization, like board members, staff, or volunteers. They can be outside your organization, like the people you serve, funders, or policy makers. When you bring people along with you, you create a movement.

Have a strategy.

Your strategy is your bridge between where you are now and where you want to be. It aligns your people, resources, and partnerships to make a bigger impact. Building a strategy invites you to stop, reflect, and plan so you can be more effective later.

Run good programs.

You run programs, so the operative word here is "good." Good means that you know your program is making a difference. You have data and stories that show its impact.

Make it doable.

There are so many things that you can do to move your mission forward. Do what you can. Sometimes, good is good enough. You got this.