



ESC GROWTH STRATEGIES CONSULTING

Creating Sustainable Nonprofits

www.nonprofit-consultants.org

ESC works with nonprofit organizations to improve their effectiveness by providing affordable management consulting solutions delivered by experienced executives and professionals who donate their time and expertise.

WHAT IS GROWTH STRATEGIES CONSULTING?

Growth Strategies is a systematic multidisciplinary process of developing new ways to grow revenues and increase your sustainability. It is suited to nonprofits that have completed a strategic plan and have a strong board that is receptive to the concept that a thriving nonprofit needs to grow.

WHO ARE THE PLAYERS?

ESC's growth strategies consulting teams consist of two or more experienced Senior Consultants, with backgrounds in general management, marketing, advertising, market research or finance. Depending on the client situation, we will work with senior staff or with small ad hoc client task forces that might include board, staff, and other stakeholders.

WHAT IS THE SCOPE OF GROWTH STRATEGIES CONSULTING?

No two nonprofits are alike, so growth strategy consulting is fit to the client needs. Growth Strategies can begin with an analysis of core competencies and a top down look at of how to grow your nonprofit by:

- Improving the marketing of current programs or services
- Developing enhanced services to current clients
- Developing new services for existing clients or new clients
- Entering into collaborations with other nonprofits or for-profit organizations

For nonprofits with an existing concept or a defined area of need we can address:

- Defining a new service for existing clients
- Selecting a promising new service concept
- Developing a product or service concept into a marketable form
- Researching the market potential for the service
- Developing a financial model
- Developing a marketing plan
- Developing a business plan
- Developing a long term sustainability plan

We can move a new initiative from concept to rollout with a minimum of risk and a maximum of confidence in success.

In other cases we have applied marketing and business modeling principals to



- Increasing members
- Increasing volunteers
- Increasing donors
- Earned Income products
- Program evaluation, feedback, and continuous feedback

EXAMPLES OF GROWTH STRATEGIES PROJECTS

- A business plan for a conservation research nonprofit which was instrumental in a merger with the Nature Conservancy
- A successful volunteer recruiting plan for a domestic violence agency
- A market study, capital cost, and financial model establishing the business feasibility of a stand alone hospice facility
- Developing marketing materials for successful repositioning of a community wellness collaborative
- Developing a product to provide job training and business experience for severely developmentally disabled teenagers
- A feasibility study for a hospice facility within a hospital
- Retreat on marketing strategies for a statewide trustees organization
- Study of opportunities to expand donors and members for a land conservation trust resulting in a successful growth strategy
- Developing an earned income product concept for an after school arts program for at risk teenage girls
- A marketing plan for an arts umbrella organization
- A business plan for a dance center
- Identifying and developing an earned income product for a child development center for infants and toddlers
- Using market research to develop a program evaluation and continuous improvement system for an agency serving those recovering from mental illness
- Comprehensive business plans, including marketing and financial advice to 7 emerging agricultural enterprises under a USDA grant
- Readiness, program feasibility, and marketing plan for a housing program for disabled elders
- Comprehensive marketing plan for an area agency with 9 programs
- Marketing positioning study for humane society contemplating a capital campaign
- Market positioning and sustainability plan for a women's business center
- Market feasibility and business plan for an nature preschool
- Business plan for a theatre in transition to a new facility