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| **Description** | **Who is Needed** | **Timeline** | **End Date** |
| Understand the principles behind the matrix map to guide an effective process in creating one for the organization. |  |  |  |
| Identify strategic issues facing the organization |  |  |  |
| Articulate intended impact |  |  |  |
| Identify mission-specific and fund development programs |  |  |  |
| Define and tailor mission impact criteria |  |  |  |
| Determine methodology for assessing impact: in-person or through an e-survey |  |  |  |
| Gather background data on mission-specific and fund development programs |  |  |  |
| Determine profitability of programs |  |  |  |
| Assess initial mission impact, discuss results and finalize mission impact assessment |  |  |  |
| Create matrix map |  |  |  |
| Analyze matrix map with strategic inquiries and facilitate initial discussions |  |  |  |
| Present to board for strategic decision-making |  |  |  |
| Present to staff |  |  |  |