



CASE STUDY

Need in Deed Strategic Planning for Growth

In 2008, Need in Deed, a Philadelphia-based educational nonprofit, found itself at a developmental crossroads as it prepared to focus on opportunities to grow and expand the organization's services and impact. Need in Deed hired Praxis, who had been involved in the organization for over 8 years in a variety of leadership and team-building capacities, to develop a strategic plan that would help them consider whether and how to focus their resources and attention at the local, regional, and national levels.

"Since its founding in 1987, Need in Deed's mission has been to use the classroom to prepare young people for civic responsibility and service to others, enabling them to become capable, contributing members of society. Working in public, charter, independent and faith-based schools, we train and support teachers as they adopt a teaching and learning strategy known as service-learning." (...from Need in Deed's website)



Organization Type
Nonprofit, Service Learning

Number of Employees
6

Client Since
1999

Services Delivered
Strategic Planning
Coaching
Team Building

Website
www.needindeed.org

Goals of Engagement

Work with the strategic planning committee composed of board and staff to guide the process of scenario planning

Consult with the staff leadership to frame and help analyze the environmental research (local and national trends, potential partnering opportunities, donor interests, etc.)

Design and facilitate two board and staff retreats to frame potential directions and to finalize the plan

Develop criteria for decision-making re: goals and objectives with staff

Support the board to develop their goals toward increasing organizational capacity

Work with staff to develop a final strategic plan report

Results

Produced a 3-5 year strategic plan that would help direct both board and staff decision-making and provide a framework to pursue the following growth objectives:

“Saturate” the local market by expanding the teacher network and developing relationships with charter and faith-based schools

Provide professional development/technical assistance in other urban districts

Continued diversification of the Board

Increase and build corporate and individual sponsorships