

Example Decision Criteria

Category	Sample Shared Criteria
Aligned with intended impact and theory of change	<ul style="list-style-type: none"> • Who: Strengthens target constituents/clients • What: Addresses a critical community need <i>and</i> achieves target outcomes • How: aligns with core activities, approaches, values, and beliefs (builds on our “secret sauce”)
Financially sustainable	<ul style="list-style-type: none"> • Can cover fully loaded program costs • Can be sustainably funded with mostly renewable sources • Cost per outcome is reasonable • Utilization rate is high
Operationally viable	<ul style="list-style-type: none"> • Fits with staff skills and expertise; talent pipeline is strong • Feasible within available staff time/capacity • Leverages existing infrastructure • Relationships with partner organizations are strong • Scalable • Policy environment is supportive
Organizational benefits/risks	<ul style="list-style-type: none"> • Strong fit with other organizational programs and activities • Clear and unique leadership role for organization • Aligned with capabilities and local market position (e.g. does not duplicate strong programs for other orgs) • Organizational risks are low (reputation, relationships, legal) • Gives access to other high-impact opportunities

Highly variable between nonprofits:
Invest time in customizing and aligning as a team

More consistent across nonprofits:
Select the limited few that are highest priority and customize if needed

Community Launch's Decision Criteria

Category	Shared Criteria
Aligned with intended impact and theory of change	<ul style="list-style-type: none"> • Serves our community: <ul style="list-style-type: none"> - Black and Latinx families under 200% of the Federal Poverty Line in our three-county area - Families experiencing housing instability in our three-county area • Based on anti-racist principles and addresses systemic racism • Helps develop leaders within our community • Focused on our key issue areas (housing stability, economic mobility, and youth empowerment) • Successfully achieves clearly defined program outcomes
Financially sustainable	<ul style="list-style-type: none"> • Net financial contribution is positive • Funding is renewable and sustainable
Operationally viable	<ul style="list-style-type: none"> • Fits with staff skills and expertise • Feasible with available staff time/capacity (or fully covers expansion costs) • Leverages existing infrastructure and facilities (or fully covers expansion costs)
Organizational benefits/risks	<ul style="list-style-type: none"> • Strong fit with other organizational programs and activities • Organizational risks are low (legal, reputational, relationships, etc.)

Decision Criteria Template

Category	Shared Criteria
Aligned with intended impact and theory of change	
Financially sustainable	
Operationally viable	
Organizational benefits/risks	