## Example Decision Criteria

<table>
<thead>
<tr>
<th>Category</th>
<th>Sample Shared Criteria</th>
</tr>
</thead>
</table>
| **Aligned with intended impact and theory of change** | • **Who**: Strengthens target constituents/clients  
• **What**: Addresses a critical community need and achieves target outcomes  
• **How**: aligns with core activities, approaches, values, and beliefs (builds on our “secret sauce”) |
| **Financially sustainable**                        | • 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**                           | • 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**                  | • 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

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| **Aligned with intended impact and theory of change** | **Serves our community:**  
  - 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**                  | **Net financial contribution** is positive  
  - Funding is **renewable** and **sustainable** |
| **Operationally viable**                     | **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**           | **Strong fit** with other organizational programs and activities  
  - Organizational **risks are low** (legal, reputational, relationships, etc.) |
## Decision Criteria Template

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<tbody>
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