Champion Development Worksheet

Finding and nurturing champions for your nonprofit is crucial to its growth and impact. This worksheet will guide you through defining what a champion looks like for your organization and identifying ways to nurture awareness and engagement. Use the reflective questions below to explore how champions can support your mission.

Understanding Your Mission

1. What is your mission? *Reflect on the core purpose of your organization. Why do you exist, and what change are you trying to make in the world?*

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2. What values guide your organization? *List the fundamental principles that define how your organization operates and relate to your mission.*

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Identifying Your Champions

3. Who are your current champions? *Identify individuals or groups who already support your mission. What qualities do they share?*

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4. What characteristics define an ideal champion for your organization? *Consider the skills, values, and networks that align with your mission.*

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Nurturing Awareness and Engagement

5. How does your organization grow? *Discuss the strategies and activities that have helped your organization expand its reach.*

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6. What stories or impact can you share to connect others to your mission? *Think of compelling narratives or statistics that illustrate your organization's impact. How can these stories inspire others to become champions?*

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Building Relationships

7. What opportunities exist for champions to engage with your organization? *List any events, volunteer opportunities, or programs that champions can be a part of.*

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8. How can you recognize and celebrate the contributions of your champions? *Consider ways to acknowledge their efforts and maintain their enthusiasm and support.*

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Reflection and Next Steps

9. What steps can you take to recruit and develop new champions? *Outline an action plan for reaching potential champions and nurturing their involvement.*

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10. How will you measure the success of your champion development efforts? *Identify metrics or indicators that will help you evaluate the effectiveness of your strategy.*

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