creationINcommon

strengthening communities through shared creativity

Organizational History Tool

This tool was designed to help you organize and synthesize
the history of your organization. Please customize it to suit your needs.

When and how was the organization founded?
- Significant people involved
- Original mission/objective
- Original organization offerings

What are 4-5 major milestones in its development? Expand to more than 4-5 as necessary.
- Physical milestones (e.g., buildings, structures, acquisition of land)
- Operational milestones (e.g., impactful grant awards)
- Major expansions of offerings (e.g., classes/events, etc.)
- Mission/directional milestones, such as significant changes to the goals of the organization

What was the previous direction of the organization?
- What are 3-4 words you would use to describe past organization goals and structure?
- Have there been changing year-to-year overarching themes? If so, list a few.
- Consider major programmatic changes. How did what you offer change to match the direction that you were headed in at the time?

What has COVID-19 meant for your organization?
- How was 2020-2021 different from all other years?
- What did the organization use this time to focus on?
- What are some major insights/realizations that came from this time?

What direction is the organization headed in now?
- How will the organization differ *operationally* from the way it was before?
  - Funding sources and/or goals
  - How the organization relates to the community — how it asserts itself as a staple in the community (engagement), how it makes itself known to the community (marketing), etc.
  - How the organization will advertise to and pull in new clientele
  - Offerings/ways for the community to engage with the organization

- What values and/or goals are being prioritized? How are they different than before?

- How will these values and/or goals change the way the organization functions internally?

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*Creation in Common provides training, keynotes, and consulting services
that support strategic planning, board development, fundraising, and nonprofit branding.*

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