

# The Philanthropy.org 7 Pillars Matrix

HOW DOES YOUR NONPROFIT MEASURE UP?

	Strategy	Packaging	Focus	Prospects	Outreach	Stewardship	Leverage	
Tactic-itis	✗	✓	✓	✓	✓	✓	✓	☹
Nondescript	✓	✗	✓	✓	✓	✓	✓	☹
Hamster	✓	✓	✗	✓	✓	✓	✓	☹
Random-itis	✓	✓	✓	✗	✓	✓	✓	☹
Invisible	✓	✓	✓	✓	✗	✓	✓	☹
Penniless	✓	✓	✓	✓	✓	✗	✓	☹
Burnout	✓	✓	✓	✓	✓	✓	✗	☹
PROSPEROUS	✓	✓	✓	✓	✓	✓	✓	😊

We can help strengthen you in each of these critical categories.