



# Worksheet: Organizational Assessment

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## Instructions on how to use the Organizational Assessment:

The Organizational Assessment can help your organization identify the areas of NDWA's Domestic Worker Organizing Toolbox that you'd most like to explore. This is the process that we recommend for completing the Organizational Assessment:

- 1) **Involve the right people.** Encourage key staff members and worker leaders to each complete this assessment on their own.
- 2) **Tally the results.** Use the Tally Sheet that can be found together with this Assessment at <http://organizing.domesticworkers.org> to compile your results and prepare for discussion. Areas where your organization has an overall low score are areas in which you might want to review NDWA's Recommended Model and identify steps you'd like to take to improve your practices.
- 3) **Discuss the results.** Bring together everyone who completed the Organizational Assessment to talk about the findings. Talk about areas where most people consistently gave the organization high rankings. Then talk about areas where you gave low rankings, and the priorities that were identified by most staff.
- 4) **Decide on your priorities together.** Talk about what low scores mean: are these areas that the organization would really like to prioritize, or are they low because this particular area isn't something that the organization wants to focus on? Which of these areas do we want to tackle, and in what order? Who will take responsibility for moving the group forward on each priority?
- 5) **Schedule and plan for follow-up conversations.** Each of the areas in the Organizational Assessment (A through G) corresponds to a particular section of NDWA's Domestic Worker Organizing Toolbox at <http://organizing.domesticworkers.org>. For each of the areas that you've prioritized, ask everyone to read the Recommendation in that section on the website. Then use the Discussion Guides in each of the relevant sections to facilitate a conversation and identify your next steps.



## Organizational Assessment

In each of the sections below, there is a series of statements. Rate each of the statements on a scale of 1 to 5. You aren't ranking them compared to each other, but rating how closely each statement resembles your organization's current state. This is what each of the numbers 1 to 5 means.

- 1 = No, this does not describe our organization at all. We need a lot of work in this area.
- 2 = This describes our organization a little bit
- 3 = This describes our organization somewhat. We could stand to improve.
- 4 = This is a fairly accurate description of our organization
- 5 = This is a very accurate. We're strong in this area.

**Section A: Theory of change (A document that articulates who your base is, what are the problems your organization exists to address, your analysis of the root causes of those problems, your vision of a better future, your strategies for getting there, the activities that allow you to carry out your strategies, and the allies you relate to along the way.)**

#	Statement	Your rating
A1	Our organization has a clearly articulated theory of change.	
A2	Most people in the organization can easily explain our theory of change.	
A3	We use our theory of change to inform decisions around our programs and campaigns.	
A4	We use our theory of change to orient new members and staff.	
A5	Our theory of change includes an analysis that it is important to build a broad base of domestic workers.	
Comments:		



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## Section B: Researching our Base

#	Statement	Your rating
B1	We've done research (surveys, focus groups, field scan, regular outreach, etc.) that tells us about the conditions and needs of domestic workers in our communities.	
B2	We have analyzed the data we have collected.	
B3	We use the results of this research to inform decisions around our programs and campaigns.	
B4	We are confident that our programming accurately reflects the needs of our base.	
Comments:		

## Section C. Membership Structure

#	Statement	Your rating
C1	We have a clear definition of membership.	
C2	We know how many members we have.	
C3	It's easy for domestic workers to become members of the organization.	
C4	Our membership structure includes opportunities for workers to take on greater leadership roles, and a clear system for how they will be able to do so.	



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C5	Our members pay dues.	
C6	Our membership is growing.	
C7	We stay in touch with members, including those who are not currently active, in order to keep them connected with the organization.	
C8	We have specific, transparent, and democratic ways for members to make decisions about the work and priorities of the organization.	
Comments:		

### Section D: Maximizing staff and leaders

#	Statement	Your rating
D1	We have a Lead Organizer on staff who can develop and support the execution of a domestic worker organizing program.	
D2	We have staff dedicated to domestic worker organizing.	
D3	We provide good training and support for the staff who are dedicated to domestic worker organizing.	
D4	There are clear and specific roles for worker-leaders to play on a volunteer basis in the organization.	
D5	We have good systems in place for worker leaders to be trained to take on those roles.	



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D6	Outreach and follow-up is mostly done by worker leaders, not paid staff.	
D7	Worker leaders play a central role in peer support responsibilities (like support groups, peer counselling and facilitation of membership meetings).	
D8	We have good systems in place for supervision of staff and worker leaders.	
D9	Our staff and leaders stick around the organization for a long time. Their role is sustainable. People are not burned out or overly frustrated by internal dynamics.	
Comments:		

### Section E: Outreach and follow-up

#	Statement	Your rating
E1	Our organization prioritizes building a large domestic worker membership and a base of strong worker-leaders.	
E2	There is consensus among our Board that growing our membership base is a priority.	
E3	There is consensus among staff that growing our membership base is a priority.	
E4	We have annual, quarterly and monthly outreach goals.	
E5	We generally reach the outreach goals we set.	



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E6	We have resources (staffing and time and money) dedicated to bringing more domestic workers into our organization.	
E7	Our programs are structured in a way that will allow us to grow and incorporate many new members into the organization.	
E8	New domestic workers regularly come into contact with our organization	
E9	We treat outreach and follow-up as a system, and dedicate time in our work schedules for both.	
E10	We've done mapping in our community that tells where and how to find domestic workers.	
E11	We follow up with all new contacts within 48 hours of reaching them.	
E12	We have a trained Outreach Team made up of worker leaders	
E13	We have a strong and inspiring rap that we use to recruit new members.	
E14	We have a high retention rate when we succeed in bringing a new contact into the organization.	
E15	We have good systems for tracking data on our contacts and members, and the right people in the organization are trained to use that system.	
Comments:		



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## Section F: Program design

#	Statement	Your rating
F1	We have regular meetings held at the same time each month.	
F2	We feel confident that the programs we offer are the right mix of programs to attract and retain members.	
F3	Our programs include political education on the domestic worker movement.	
F4	Our programs include political education on intersections between different systems of oppression (sexism, racism, classism, homophobia, etc.).	
F5	Our organization is clear on what rights domestic workers have in our state and city.	
F6	Our programs help workers know their rights on the job and feel more confident exercising them.	
F7	Our programs include leadership development trainings.	
F8	Our programs include opportunities for domestic workers to connect with each other, provide peer support, and form community.	
F9	Our programs are transformative. Workers are able to see themselves, their potential and their own leadership in a new way as a result of their participation in our programs.	
F10	We have both programs that attract new people to the organization and programs that support leadership development of active members.	
F11	Workers who are recipients of the services our organization offers usually become members of the organization. (Write in N/A if your organization doesn't provide direct services.)	



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F12	The services our organization offers generate revenue that supports our organizing. (Write in N/A if your organization doesn't provide direct services.)	
<p>Comments:</p>          		

### Section G: Digital Organizing

#	Statement	Your rating
G1	We have recognized that we need to use technology to communicate with more people than we are able to reach one-on-one.	
G2	We make use of social media to promote our organization and encourage workers to get involved.	
G3	We use technology to communicate with our leaders in a way that's efficient and effective.	
G4	We use technology to communicate with our contacts and potential members in a way that's efficient and effective.	
G5	We have a digital organizing plan.	
G6	We have staff who are tasked with carrying out our digital organizing plan, and have the training and skills that they need to be able to do so.	
G7	Our members use technology to communicate with each other related to the work of the organization.	





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G8	We use technology to build connection and community with our base.	
Comments:		

### Overall Assessment

1. Has your organization set goals for growth of your membership? What is your organization's goal of how many members you'll have in one year? In five years?
2. What do you think are your organization's main strengths that will allow you to grow your base?
3. Overall, which of the areas above (letters A through G) do you think are the largest challenges for your organization?
4. In the areas that you've identified as your biggest challenges, what are the main barriers your organization faces?
5. Which of the above areas (letters A through G) do you think should be the top three priorities for your organization to address?