

# Standards for Excellence Institute

## BENEFITS OF BECOMING STANDARDS CERTIFIED

### **Recognition of Accountability and Honesty** **Symbol of Trust for Donors**

- Gain prestige in the nonprofit community.
- Set your organization apart as an ethical and accountable organization.
- Increase funder confidence in your organization.
- Increase public and donor credibility in your organization.
- Promote positive public relations.
- Attract prospective employees, board members, and volunteers.

### **Safeguard Against Improper Behavior** **Affirmation of Good Work**

- Create an environment of openness and honesty.
- Enhance knowledge and morale of board and staff.
- Safeguard board members, staff, and entire organization against unethical behavior.
- Ensure that the board is upholding its fiduciary responsibility.

### **Method of Self-Improvement** **Measure for Appropriate Behavior**

- Examine your organization as a whole to promote organizational excellence.
- Ensure that your organization continues on the right track and follows the best practices in the field.
- Prevent inappropriate organizational behavior.
- Gain insight from experts in nonprofits on how to improve your operations.
- Be proactive instead of reactive to problems.
- Understand and follow all legal and financial requirements for nonprofits.
- Encourage continuous improvement and self-assessment.

### **Framework for a Sustainable Organization** **Proactive Problem Solver**



**You can earn the Standards Seal!**

- Strengthen organizational durability.
- Institute procedures that promote sustainability in your organization.
- Learn and implement what is needed to meet challenges of present and future.
- Head off small problems before they become big problems.
- Focus on reserves.
- Follow a roadmap that ensures organizational excellence.