Although every organization’s journey to full digital transformation will look different according to their particular resources, needs, and timelines, at NetHope’s Center for the Digital Nonprofit, we have witnessed the process across a spectrum of organizations. The following illustrations provide a general roadmap for the course of that a digital transformation process entails:
The Digital Nonprofit Ability™ (DNA) Journey

INFORM
ORGANIZE
GUIDE

INFORMATION
What is the DNA
How it is used
DNA Whitepaper

Process
Schedule
Who will answer
Gain clarification
Understand scale

ASSESSMENT
Take the DNA assessment
Option of a single answer or many

Analysis
Correction for incomplete answers

FINDINGS
Discuss findings and recommendations

DO
Make progress on plan. Take additional assessments if needed

ACT
Improve

MONITOR

DNA scores
Receive DNA report

LEARN
PRIORITIZE
PLAN

PLAN
Select one activity
To dramatically Advance.
Describe why, What, who, how, timing

CHECK
Take the DNA again to assess progress

DESIGN
EXECUTE
SUPPORT
ASSESS

ASSESS
mission impact and report

DECISION
 Decide to take the DNA assessment in order to transform

Preparation option
Discuss persona perspectives
Agree on scores

Close the DNA assessment
DNA Assessments

Required for Center engagement (e.g., IDEA/D3)

https://solutionscenter.nethope.org/the-center-for-the-digital-nonprofit-survey