



# Operational Health Check



## Administrative Capacity

Activities	Description	Score	Notes	Overall Score
Customer Support	<ul style="list-style-type: none"><li>• There is a process and person available to answer all customer phone calls</li></ul>			
Document & File Management	<ul style="list-style-type: none"><li>• There is a process and person available to collect, open, review and document all incoming mail</li><li>• There is a process and person available to send all outgoing mail</li></ul>			
	<ul style="list-style-type: none"><li>• There is a process and person available to create folders for documents</li><li>• There is a process and person available to create/manage the filing system</li></ul>			
	<ul style="list-style-type: none"><li>• There is office supply management</li></ul>			
Reports Management	<ul style="list-style-type: none"><li>• Someone assists with the creation of reports (e.g.: typing, printing, emailing)</li></ul>			
Vendor Management	<ul style="list-style-type: none"><li>• Someone makes calls to and field calls from vendors</li><li>• Someone reviews payables to ensure payments</li></ul>			

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## Marketing Services Capacity

Activities	Description	Score	Notes	Overall Score
Social Media Services	<ul style="list-style-type: none"> <li>• There is a person to create accounts for social media platforms (Facebook, Twitter, LinkedIn, Instagram)</li> <li>• There is a person to develop a communications plan for social media platforms</li> <li>• There is a person to post an average of 5 posts per week for each social media account</li> <li>• Someone is trained and available to generate reports for each social media platform</li> </ul>			
Corporate Website	<ul style="list-style-type: none"> <li>• There is someone capable of creating a basic corporate website (design and content addition/editing)</li> <li>• There is a person available to make updates to the corporate website three times per week</li> <li>• There is a person available to work with the website vendor to resolve platform issues</li> </ul>			
Corporate Newsletter	<ul style="list-style-type: none"> <li>• A person is available to create a basic corporate newsletter (design and content addition/editing)</li> <li>• A person is available to post a corporate newsletter a maximum of four times per month</li> <li>• A person is available to work with the newsletter vendor to resolve platform issues</li> </ul>			
Advertising Materials	<ul style="list-style-type: none"> <li>• A person is available to create a basic corporate brochure</li> <li>• A person is available to create basic corporate business cards</li> <li>• A person is available to create basic corporate fliers/handouts</li> </ul>			



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 <b>Event Management Services Capacity</b>				
Activities	Description	Score	Notes	Overall Score
Event Planning	<ul style="list-style-type: none"><li>There is a process and a person available for developing ideas and planning for basic events (gatherings or fundraisers).</li></ul>			
Event Setup & Implementation	<ul style="list-style-type: none"><li>There is a process and a person who is responsible and available for the creation and execution of a step by step process for setting up an event.</li></ul>			
Event Participant Recruitment	<ul style="list-style-type: none"><li>There is a person who is responsible and available to recruit participants to corporate events.</li></ul>			

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## Financial Management Services Capacity

Activities	Description	Score	Notes	Overall Score
Bookkeeping	<ul style="list-style-type: none"> <li>• There is a process and a person responsible for and available to perform data entry of financial transactions into the company's accounting system</li> <li>• There is a process and a person responsible for and available to reconcile bank account(s)</li> <li>• There is a process and a person responsible for and available to manage the transfer of payment receipts from third party payment systems (e.g.: PayPal, square, WePay, etc.) to company accounting system</li> </ul>			
Budgeting	<ul style="list-style-type: none"> <li>• There is a person responsible for and available to assist with designing chart of accounts</li> <li>• There is a person responsible for and available to assist with the basic setup of the accounting system (QuickBooks only)</li> </ul>			
Donor Records Management	<ul style="list-style-type: none"> <li>• There is a process and a person responsible for and available to perform data entry of gifts donated to the company into the company's donor management software (e.g.: DonorPerfect, Raiser's Edge, etc.)</li> <li>• There is a process and a person responsible for and available to reconcile donor records with the accounting system</li> <li>• There is a person who writes and sends donor thank you letters</li> </ul>			
Payroll	<ul style="list-style-type: none"> <li>• There is a person responsible for and available to run payroll for the company</li> <li>• There is a person responsible for and available to post payroll data to the accounting system</li> </ul>			
Reports Management	<ul style="list-style-type: none"> <li>• There is a person responsible for and available to print organizational financial reports</li> <li>• There is a person responsible for and available to print department financial reports</li> </ul>			