Dear Nonprofit Client,

Thank you for interest in campusCATALYST! An application to our program is located at the end of this handbook and we encourage you to apply. Our team looks forward to cultivating a long-lasting relationship with your organization. In this handbook, you will find relevant information regarding our program, the responsibilities of nonprofit clients and what to expect from a student analyst team. Hopefully, this brief guide will help you to understand campusCATALYST in the context of your organizational goals. If you have any additional questions, please do not hesitate to contact us at uchicagocampuscatalyst@gmail.com.

Sincerely,
The cC Client Recruitment Team
Introduction to campusCATALYST

Mission
campusCATALYST catalyzes nonprofits and future leaders to create strategic change in their communities by engaging college and business school students in high-impact, pro-bono consulting projects with nonprofits organizations.

History
campusCATALYST officially launched in September 2007 with a small, non-academic pilot program of 18 students at Northwestern University, one full-time staff member and $500 in the bank. Since 2012, the University of Chicago program has empowered over 430 college students, 88 MBA mentors and 88 nonprofit organizations. cC has built a robust Student Board of Directors and a strong network of supporters and partnerships throughout the greater Chicago community.

Program Description
cC serves as a bridge between the university and the community by offering a for-credit, experiential learning program which places teams of students with nonprofits to conduct 10-week consulting projects. During the 10-week program, students enroll in a cC-designed academic seminar on nonprofit management and business consulting and are placed on a 5-person team. This team, along with a business school mentor, is matched with a nonprofit to provide strategic guidance and capacity building support.
Introduction to campusCATALYST

campusCATALYST’s aims are three-fold

- Provide student leaders with the tools and opportunity to drive change
- Improve nonprofits’ capacity and effectiveness
- Create a more coherent social service network in communities

We accomplish this by

- Increasing student exposure to and engagement with the social sector
- Cultivating cross-sectorial leaders
- Empowering students to be agents of social change
- Utilizing student expertise to build the capacity of local nonprofits
Your Role: Nonprofit Client Responsibilities

campusCATALYST provides small to medium-sized nonprofits with pro-bono consulting for a period of 10 weeks. The engagements are generally aligned with the academic calendar and begin in September, January and March of each year.

campusCATALYST teams, supported by their academic and professional advisors, provide service in three key areas
- Tactical Operations, Strategy & Planning
- Program Evaluation & Organizational Development
- Marketing, Communications, & Development

**Remember** Student projects are first and foremost consulting projects, meaning that students will not be available to engage in volunteering projects, fundraising efforts, etc.

What we ask from you...
- A clear, straightforward organizational challenge or problem statement that will lead your student team in the right direction.
- Executive leadership of your organization that is fully supportive of the project idea and its direction.
- A dedicated contact person who is empowered and able to deliver needed information about the organization in a timely manner.
- Weekly meetings with your student team to offer consistent feedback and participate fully in the process.
- Open and prompt communication with student analysts.
- End-of-the-quarter presentation attendance to receive your deliverable.
Past Projects

- Designed strategies for fundraising for an at-risk students academic program.
- Developed cost requirements for an organization through a comprehensive business plan.
- Designed leadership and team-building curriculum for high school students that promoted a focus on wellness issues.
- Designed a product line to increase revenue and help the organization achieve financial sustainability.
- Drafted sustainability business plan to solicit donor funds.
- Developed metrics systems for the organization’s various programs to determine outcomes as measured against the new mission statement.

Past Clients

- CARPLS
- NAVS
- camp kesem.
- DataScience4everyone
- PROJECT ROUSSEAU
- ILLINOIS LEGAL AID ONLINE
- METROSQUASH
Timeline and Important Events

**Initial Contact with cC Client Liaison**
*2+ Weeks Before Start of Academic Quarter*

A few weeks before the kickoff event, a member of the cC Client Team will reach out to your organization’s primary contact to review and revise (if necessary) the problem statement that you will supply to your student team. They will review this Nonprofit Client Guide and the program’s requirements with you, as well as the official dates of that quarter’s events.

**First Meeting with Client and Student Team**
*2nd Week of the Quarter*

Prior to the 2nd week of the academic quarter, student teams will reach out to the organization’s primary contact to schedule an introductory meeting. This meeting will happen during the 2nd week and consists of client and student team introductions, confirmation of the problem statement, and discussion of the project’s direction and scope.

**Be proactive in bringing all relevant contact information and documents that you can foresee being necessary in the pursuit of your project.**

**Weekly Check-Ins**
*3rd — 9th Week of the Quarter*

The Client Organization and Student Team will meet weekly to discuss progress, answer any questions pertaining to data and research collection, and discuss other logistical or content-based issues.

**Presentations**
*10th Week of the Quarter [Students’ Finals Week]*

Your student team will be required to present their deliverables and project progress to Christa Velasquez, the cC Board of Directors, their fellow students and YOU! This is an exciting time to receive your recommendations and applaud their hard work.
Foundations, nonprofit and non-governmental organizations (NGOs), policymakers, venture philanthropists, and other social purpose enterprises are developing new tools and strategies, often drawn from the private sector, to meet complex societal challenges. This course aims to scrutinize the strengths and weaknesses of emerging strategies in the field to enhance capacity, reach and impact. Led by an experienced practitioner, this course will provide both an intellectual and experiential understanding of the contemporary social sector (nonprofit and for-profit).

The campusCATALYST program is designed to challenge students in a variety of areas. From participating in class discussion to collaborating with a team to maintaining a professional client relationship, Community Analysts are expected to balance a multitude of skills in order to apply their academic knowledge to real-world experiences.

Students will enroll in a University of Chicago course entitled, “The Business of Nonprofits and the Evolving Social Sector”. The course description is as follows:

Foundations, nonprofit and non-governmental organizations (NGOs), policymakers, venture philanthropists, and other social purpose enterprises are developing new tools and strategies, often drawn from the private sector, to meet complex societal challenges. This course aims to scrutinize the strengths and weaknesses of emerging strategies in the field to enhance capacity, reach and impact. Led by an experienced practitioner, this course will provide both an intellectual and experiential understanding of the contemporary social sector (nonprofit and for-profit).
Community Analyst Responsibilities

Meaningful engagement with the nonprofit client will require the following from student analysts:

- Attendance with the client’s primary contact at least once a week.
- At least one nonprofit site visit.
- A clear problem statement and project scope that meets the needs of the nonprofit client.
- Weekly progress reports to the nonprofit client.
- All workplans, research findings and deliverables to be presented to the client at the conclusion of the program.
- An invitation to the client to attend the final presentation.

Always feel free to ask your student analysts what they’re learning in the classroom each week and how they hope to apply it to your project.

The First Meeting

The first meeting between the clients and student analysts will occur during the 2nd week of the quarter.

Meeting Agenda

- Welcome and introductions
- Key roles, ground rules and expectations
- Project timeline and key dates
- Discussion among clients, students and mentors (in which the first on-site client meeting and standing weekly appointment are scheduled)
- Adjournment

What to Bring

- A clear and concise project statement
- Any immediately relevant documents like organizational by-laws, financial statements, marketing materials etc
- Contact information for the primary nonprofit point person.
Thank you for considering a partnership with Campus Catalyst at the University of Chicago.

Questions? Email uchicagocampuscatalyst@gmail.com

The cC Client Recruitment Team

Dohyun Park
Jiayi Yue
Caroline Zhao