



# BEST-PRACTICE NGO BENCHMARKING SERVICES

## THE PROCESS STEP BY STEP

### THE NGO BENCHMARK STANDARD

A service certification standard aimed at assessing the accountability and performance of nonprofit institutions.

### STEP 1: EXPLORE AND DECIDE

How to make sure this assessment is going to be of maximum value to you?

You have read about the service and its benefits. You may also have seen the testimonials. It has made you interested to pursue for your own organization or for an organization you would like to support or partner with.

From experience seeing NGOs evolve after our assessment we know this is how they got most out of it:

- Lots of focus in the preparation before the assessment
- Full time presence of key staff during the assessment
- Thorough internal follow up sessions after the assessment

### NOT A 'PASS OR FAIL'

Organizations' score jumps up when they see this assessment as a process to improve.

On the side of donors, lasting impact is created by emphasizing the improvement steps that NGOs need to take over actual score achieved.

Of course the certificate if awarded can be a great promotion tool. If used well it does increase your fundraising success. NGOs that have not received the certificate can demonstrate to donors they have been verified by world's largest independent 3rd party. They can show the dashboard and communicate steps to improve.

It sends a strong signal that you take accountability seriously, and that you are on top of continuous improvement!

## STEP 2: REQUEST AND PLAN

So you are convinced that this will be useful for you, what are next steps?

It is quite straightforward:

- Send an email to [ngoandaidservices@sgs.com](mailto:ngoandaidservices@sgs.com)
- We send you a very short questionnaire
- You complete the questionnaire
- We send you the quote

When you confirm you would like to go ahead:

- Our local expert will contact you to plan the assessment
- Logistics are arranged for the assessor, either by you or by us
- Two weeks in advance you will receive an outline of the agenda, the standard, and any other material to help you prepare

## PREPARE, PREPARE, PREPARE...

As with everything else, preparation is critical to optimize the process and the result.

How best to prepare? You will receive guidance material, here is our advice:

- Look at the proposed agenda
- Think who should be present and when
- Go through the standard
- Think what documentary evidence you would want to put forward
- Have these documents ready, on paper and preferably, organized by topic

## STEP 3: EXECUTE AND MAKE BEST USE OF IT!

The assessor arrives, what to expect?

She/he will start with an opening meeting. Here it is important to restate the purpose of the assessment, the rules of the game, and agree on the proposed agenda.

Do not hesitate to mention areas that may be particularly important to you. Usually there is time for specific deep dives at the end of the assessment.

The assessor will systematically review and evaluate your organizational performance against all the criteria. This evaluation is done through a combination of documentary reviews and interviews with key staff.

## AND THEN, THE RESULT!

Our methodology is set-up to provide you directly with a preliminary overview of results. You will have the opportunity to discuss these with the assessor at the end of the assessment. This allows you to raise any questions, issues or concerns before the report is finalized.

The assessor will send you the report within the following two weeks. If you meet the conditions, you will receive the NGO Benchmark certificate in both hard and softcopy.

You now have the independent benchmark report in your hands, showing where you stand compared to others, and whether there are particular risks. We hope this kicks-off a positive internal improvement process. We are ready when you are for a follow up assessment!

For more information, please contact [ngoandaidservices@sgs.com](mailto:ngoandaidservices@sgs.com)

## ABOUT SGS

SGS is the world's leading inspection, verification, testing and certification company. SGS is recognised as the global benchmark for quality and integrity. With more than 90,000 employees, SGS operates a network of over 2,000 offices and laboratories around the world.

We provide competitive advantage, drive sustainability and deliver trust. At SGS, we are continually pushing ourselves to deliver innovative services and solutions that help our customers move their businesses forward.

**SGS IS THE WORLD'S LEADING INSPECTION, VERIFICATION, TESTING AND CERTIFICATION COMPANY**

**WHEN YOU NEED TO BE SURE**

