One Street’s Priority Matrix

Critical, Urgent
~ 15% of staff time
- Responding to unexpected crises
- Filling in for staff pulled away by emergencies or suffering burnout
- Dropping everything else to meet last minute deadlines
- Explaining to donors, partners, members and clients why responsibilities weren’t met
- Cutting back planned expenses to make up for missed income

Critical, Not Urgent
~ 85% of staff time
(also board time, but only at the governance level, not daily duties)
- Developing and following a clear work plan and budget for each year
- Ensuring all clients are served well and more feel comfortable coming to the organization
- Preparing important activities well in advance
- Submitting reports, payments, proposals & other important paperwork well before deadline
- Communications with members, clients, supporters, staff and volunteers to ensure all are updated on news and activities.
- Seeking out and meeting with new partners and funders
- Developing potential new opportunities.

Not Critical, Urgent
~ 100% of volunteers’ time
~ Any staff time saved by avoiding crises
- Member/client inspirations & gathering ideas
- Mailing tasks
- Event decorations and other creative activities
- Data input
- Promotions distributions
- Grant and funder research
- Surveys
- Spreading the word about the organization & inspiring others to get involved

Not Critical, Not Urgent
~ 0% of anyone’s time
- Distractions that have nothing to do with accomplishing the organization’s mission
- Personal activities that should wait for personal time
- Random web browsing
- Busy work

Critical

Not Urgent

Not Critical