

EISENHOWER MATRIX

The Eisenhower Matrix, also known as the Urgent/Important Matrix, is a powerful four-quadrant framework designed to help nonprofit organizations move beyond feeling overwhelmed by endless to-do lists and toward true strategic focus. By clearly categorizing every task—from urgent operational crises to long-term fundraising strategy—based on its urgency and importance to the mission, the matrix enables leaders to intentionally decide what to Do Now, Schedule, Delegate, or Eliminate. This simple prioritization tool shifts teams from a reactive stance to a proactive approach, ensuring that valuable time and limited resources are consistently directed toward activities that generate the greatest impact and long-term mission fulfillment.

