

Conceptual model of the determinants of successful scaling - SCALERS

- **Staffing:** the effectiveness of the organization at filling its labor needs, including its managerial posts, with people who have the requisite skills for the needed positions, whether they be paid staff or volunteers
- **Communicating:** the effectiveness with which the organization is able to persuade key stakeholders that its change strategy is worth adopting and/or supporting
- **Alliance-Building:** the effectiveness with which the organization has forged partnerships, coalitions, joint ventures, and other linkages to bring about desired social changes
- **Lobbying:** the effectiveness with which the organization is able to advocate for government actions that may work in its favor
- **Earnings-Generation:** the effectiveness with which the organization generates a stream of revenue that exceeds its expenses
- **Replicating:** the effectiveness with which the organization can reproduce the programs and initiatives that it has originated
- **Stimulating Market Forces:** the effectiveness with which the organization can create incentives that encourage people or institutions to pursue private interests while also serving the public good