

Strategic Planning Overview for Nonprofits

Strategic planning provides a multi-year and integrated framework for prioritizing an organization's activities, programs, and services and aligning the appropriate governance, organizational structure, systems, and human and financial resources needed to successfully achieve the desired outcomes and accomplish your mission and goals.

The strategic planning process helps organizations clarify, build consensus, and communicate to funders, the public, volunteers, partners, and all stakeholders the answers to the following questions:

1. What is our purpose?
 - Who are our targeted clients?
 - What needs are we seeking to meet?
 - What outcomes will we achieve?
2. How will we best achieve our purpose?
 - What are our priority services/programs/activities?
 - What will we not do?
3. What differentiates our programs and value from that of peers, partners, and other competitors for resources? What do we do more effectively than anyone else?
4. What are our medium and long-term goals and how will we know when we have successfully achieved them?
5. What human resources will we need and how will we structure ourselves for success?
6. What information and technology systems will we need and how will we put them in place?
7. What financial resources will we need and how will we accomplish that through earned and contributed revenues?
8. What is our fundraising strategy?
9. What skills and competencies will we need on our Board?

If you have questions or would like to discuss how this applies to your organization, please contact:

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