

Nonprofit

How to Create a Sustainable Nonprofit Strategic Plan

Friday 11:00 am; Panel 3

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Abstract: A well-designed strategic plan provides organizational direction, helps to set priorities, assists with budgeting and resource allocation, and improves overall organizational effectiveness, accountability and decision-making. This session provides an easy-to-follow, step-by-step road map for the future that can be used by any nonprofit. Whether you are a staff member, executive director, or board member, this session will reveal the key steps and methodology for building a successful strategic plan. Participants will discover how to evaluate the external and internal environment of an organization as well as the fundamentals of developing mission statements, set goals and measurable objectives and identify activities to be implemented. The session provides all the tools necessary to implement a useful evaluation process that assesses organizational capacity and creates procedures for evaluating strategic outcomes.

Learning Objectives:

At the end of the workshop, participants will be able to:

1. Identify benefits of strategic planning and the key elements of a well-written strategic plan.
2. Effectively revisit and revise the organization's mission and vision if applicable.
3. Analyze the internal and external environment while recognizing strengths, weaknesses, opportunities and threats related to their organization.
4. Establish implementation processes and monitoring and evaluation mechanisms that ensure positive results.
5. Identify the best methods for engaging board and staff in the strategic planning process.
6. Determine how to integrate different process options into an overall planning methodology.