



Elements of a Successful Nonprofit Strategic Plan

A nonprofit strategic plan is a roadmap for how your organization will achieve its organizational goals. Here's how you can create a successful strategic plan for your nonprofit organization.

Your strategic plan should answer the following questions:

- 1. What is the nonprofit strategic plan for each area of the org as it pertains to the mission?
- 2. How does your nonprofit intend to use its board and other groups to advance its goals?
- 3. What are the goals and objectives for the year or the next 24 months?
- 4. What are the external and internal challenges faced?
- 5. Concerning the nonprofit, what are the strengths and weaknesses of the nonprofit?
- 6. Finally, what are the development priorities for the next three years?

Ideal outcomes of a strategic plan:

- 1. Clear definitions concerning what the board is responsible for ensuring.
- 2. Job descriptions for primary, such as committee chair, board positions.
- 3. Establishment of committees (e.g., executive, nominating, and development).
- 4. Recruitment of current board members for committees.
- 5. Recruitment of potential board members who have the means to help ensure the strategic plan.
- 6. Clarity around the commitment of each board member to your nonprofit organization.
- 7. Establishment of term limits to have a fresh palate of new people and energy.

How to prepare for nonprofit strategic planning:

1. Identify the objectives and goals of the nonprofit strategic planning process.
2. Know who will quarterback the planning internally and also externally. For instance, will you hire a consultant?
3. Internally, who is in the process? Will there be an ad hoc committee, for example? Will you include donors or put your internal team?
4. How will your nonprofit strategic planning process work for other events, what is the timeline, and how will meetings get structured to check what does the process look like for you?
5. Finally, how will the nonprofit strategic plan get communicated through the organization? And more importantly, how does it get implemented, so it's a "living document"?

What are the parts of a nonprofit strategic plan?

- 01 **Your mission, vision & values statements.**
This section describes why your organization exists, the changes it wants to see, and the principles that drive it.
- 02 **An external & internal SWOT analysis.**
Evaluate the competition and evaluate your own organization. This will help you understand what works, what needs to change or improve.
- 03 **Your strategic obstacles.**
Highlight any factors that may prevent you from achieving your goals. These can be issues related to staffing, skills, budgeting and others.
- 04 **Your strategic goals.**
What are the main overarching goals of your strategic plan? What are the big-ticket items your organization needs to achieve?
- 05 **Strategic goals for boards/CEO.**
Identify which strategic goals require actions from your boards and the CEO. It's easier to highlight their responsibilities separately for the sake of clarity and ownership.
- 06 **A staffing plan.**
You may need to double the number of volunteers you have or make a few additional full-time hires. Determine what you need with respect to human resources, in order to achieve your goals.
- 07 **An operating budget.**
All in, what does your operating budget look like and how will it be allocated?
- 08 **Method of tracking/evaluating plan progress.**
What metrics will you track and report on, in order to gauge progress? How will this information be accessible to everyone?
- 09 **A communication plan for your strategic plan.**
How will you communicate the hefty strategic plan to the entire organization? You need to describe that process.
- 10 **An executive summary.**
Have you provided an overview of your organization, its biggest achievements and where you hope to journey in the future.

Read the full guide: venngage.com/blog/nonprofit-strategic-plan