All of your hard work has paid off, and you are finally ready to start writing your plan! Whereas the first 3 steps of Strategic Planning were all about expanding possibilities and exploring potential, Step 4 is all about focus. When you look at your vision for the future and the forces at play, what direction does your non-profit choose to take and how will you focus your resources? This will be defined by your Strategic Priorities. Once you have the overarching direction provided by your Strategic Priorities, you need SMART (specific, measurable, achievable AND ambitious, resonant, and time-bound) goals to give the plan more specificity and accountability.

Use the worksheet on the following page to compile a draft of your Strategic Plan. Work with your Strategic Planning team to agree the Strategic Priorities, and then assign the role of drafting the goals to the appropriate individual(s) in your organization.

**UP NEXT**

The end is in sight! Your plan is drafted, and in the final step you’ll take action to make sure you have the tools to implement your plan, measure your progress, and stay nimble and adaptable to change.
STRATEGIC PLAN TEMPLATE

I. Executive Summary

Provide a summary of the major challenges and opportunities facing your organization over the next several years, and the main strategies that will be employed to advance your nonprofit from current to desired state.
II. Mission & Vision

Mission:

Vision:
III. Strategic Priorities

List the 3-5 Strategic Priorities that define your overall direction, drive resource allocation, and provide focus to your goals and day-to-day work. For each strategic priority, provide a 1 paragraph description of why it has been chosen and why it’s important to your nonprofit’s success over the next several years.

1.

2.

3.

4.

5.
IV. Strategic Goals

Within each Strategic Priority, list the Strategic Goals that you have created. You could have one goal or several goals for each strategic priority. Run each through the SMART test. (ASK: Is it specific? Measurable? Achievable AND ambitious? Resonant? And Time-Bound?)

Strategic Priority 1:

Goal 1.1:

Goal 1.2

Goal 1.3

Strategic Priority 2:

Goal 2.1:

Goal 2.2:

Goal 2.3:

Strategic Priority 3:

Goal 3.1:
5 SIMPLE STEPS TO STRATEGIC PLANNING SUCCESS

Goal 3.2:

Goal 3.3:

Strategic Priority 4:
Goal 4.1:

Goal 4.2:

Goal 4.3:

Strategic Priority 5:
Goal 5.1:

Goal 5.2:

Goal 5.3: