

<b>Introduction</b>	A strategic plan will help to determine where an organisation wants to be and how they plan to get there.
<b>Why it is important</b>	Mapping the organisation's path to success helps to establish committee member direction and focus.
<b>Use to assist with</b>	Drafting your organisation's strategic plan

## 1. Why spend time and effort on planning?

- Helps to bring consensus and to get everyone on the same page.
- Generates new ideas and creative thinking.
- Sets a course of action to achieve your organisations goals.
- Consider external factors that may impact your organisation's objectives.
- Considers the organisation's objectives independently of funding opportunities.
- Increased likelihood to make an impact.
- Increased likelihood of your organisation's sustainability.
- Assists your organisation when applying for grant funding.

## 2. What makes a good strategic plan?

- A good strategic plan will gather goals of everyone in the organisation and help bring agreement on what the group is seeking to achieve. It also spells out a brief history of where the organisation has been.
- The plan will identify actions necessary to achieve each agreed goal for the group. This includes the people, time and financial support needed and where these will come from.
- Over time a detailed timeline, marketing plan and budget should be developed together.

## 3. What should a strategic plan look like?

- It doesn't matter whether it is one, five or one hundred pages long.
- Regardless of what it looks like, the strategic plan reflects the organisation's heart and soul.
- It is what the strategic plan helps to achieve that really counts.
- Ask these questions:
  - Do volunteers and committee/board understand the mission and vision?
  - Have they all agreed on the goals set to achieve the mission and vision?
  - Are they committed to executing the plan internally and externally?
  - Does everyone understand the steps and resources required so the organisation gets to where it wants to be?

## 4. What is the best way to undertake strategic planning?

- The short answer is whatever works for the organisation but remember it is a COLLABORATIVE process.
- How depends on resources, internal capacity, volunteers/staff and committee/board engagement and organisation goals.
- Being open minded can help to bring out ideas and actions that may not have been considered before.
- Don't be concerned if disagreements arise in determining the group's objectives, goals and actions – this can be healthy and help to bring group consensus.

## 5. Basic steps

- Gather data – where is the organisation now?
- Identify vision/mission
- Data analysis – interpret the information collected
- Clarify with the committee/board important goals to realise your mission
- Identify strategies/actions necessary to achieve each goal
- Create action plans showing goals and actions
- Monitor and review the plan

*Tip: Use the Strategic Plan template to assist*

## 6. Define what must be achieved and how it will happen

- Clearly state your organisation objectives, what your organisation must achieve or WHAT needs to be done?
- What are the strategies needed to achieve these objectives? In other words; HOW will things get done?
- Consider who is responsible, the budget, resources and time required.

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