

Elements of a Strategic Plan

Typical 3-5 Year Plan



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Mission: The answer to, “What do we do?”

This statement defines the work of your organization.

Example for a food bank: We feed hungry people.

Vision: The answer to “Why do we do it?”

This statement is an idealized version of what the world would look like if your mission were accomplished.

Example for a food bank: Eliminate hunger.

Values: These are “extras” that help define your organization.

Not all plans have these, but they add more depth to understanding your organization.

Example for a food bank: We believe all individuals should have access to nutritious food.

Strategic Areas: Listed below are sample strategic areas to be addressed with the following:

- **Goals:** Each strategic area should have no more than one or two major goals. The goal should be a “big picture” statement for each strategic area. Goals are broad, long-term ambitions that aim at accomplishing the mission.
 - **Objectives:** Metrics to know if you are making progress on your goals. Usually measured with benchmarks for Years 1, 3, 5
 - **Strategies:** Strategies define how the organization will accomplish its goals. Strategies should always begin with an action verb
 - **Tactics:** The multiple steps staff, board, and committees take to accomplish strategies, and ultimately your goals (these are the details).
 - **Accountability Charts:** These charts pull together your Strategic Area, Goal, Strategy, and Tactics. They help you stay accountable in the following areas:
 - How does this goal support the mission?
 - Who will be responsible for each tactic?
 - When will it be accomplished?

Strategic Area Examples:

Programs

Finances

Facilities

Governance

Marketing / Public Relations

Development/Fundraising

Human Resources

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