

Strategic Plan Template

A Guide for Strategic Plan Formatting



Executive Summary:

- **Process Narrative:** *(what did your staff/board do to create the plan)*

- **Mission:** *(what you do)*

- **Vision:** *(why you do it)*

- **Values:** *(guiding values)*

- **Highlights of Community Input Data** *(information from surveying the community or use questions below as a guide to gather community input)*

Critical Questions:

What should our top priorities be over the next year?

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What should our priorities be 3-5 years from now?

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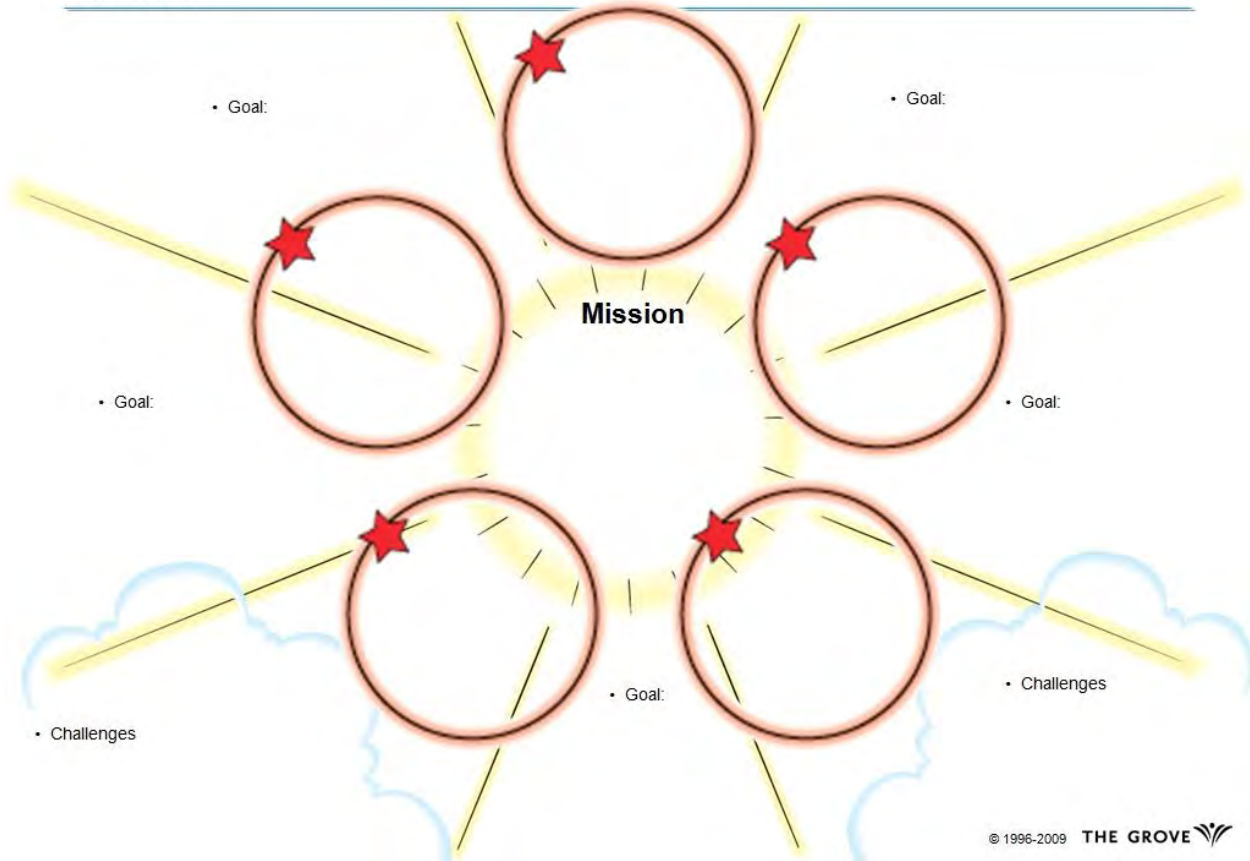
What challenges do we need to overcome to be successful?

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What is the public's perception of our organization?

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VISION



Priorities for 20XX:

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Strategic Area _____

Goal: _____

Objectives: (Measurable indicators that show progress on the goal; objectives are quantifiable statements with benchmark projections and actual tracking at the end of each year. Objectives answer the question, “How will we measure our goal?”)

Objective: _____

Baseline	Benchmark 2016	Benchmark 2017	Benchmark 2018	Benchmark 2019	Benchmark 2020
Proposed:					
Actual:					

Objective: _____

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Strategies: (Broad initiatives of how the organization plans to accomplish the goal; strategies ask the question, “How are we going to accomplish our goal?”.)

- **Strategy:**
- **Strategy:**
- **Strategy:**

Accountability charts / Work Plans: These are used to help identify who is going to complete each tactic (or task item) and when it will be done by. Each strategy will have multiple tactics assigned to a committee or individual (may include board, committee, staff or volunteer). There should also be a report out date of when the tactic will be accomplished. These can be used by staff or committees to track progress.

Accountability Chart / Work Plan		
Strategic Area:		
Goal:		
Strategy:		
Tactics: (to be completed to accomplish the strategy)	Owner Name / Staff Board / Committee	Completion Date:
Objectives: (how each goal will be measured):		

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