



SPiN: Strategic Planning in Nonprofits

Questions to ask before starting strategic planning

1. Have you done strategic planning before? What worked well and what will you change?
2. Why are you beginning strategic planning now? What do you hope having an updated plan will do for your organization?
3. Has the Board discussed what they want to get out of planning? Made a commitment to participate actively?
4. Is your Executive Director/Senior Staff committed to active participation in the planning process?
5. What are the key questions or issues facing your organization that should be addressed through strategic planning?
6. How much time are your Board members willing to put in?
7. What is the best time of year for your organization to plan? Are there any major events to plan around?
8. Who are your stakeholders, and how do you plan to involve them?
9. Are there any crises facing the organization right now that will prevent your staff and board from being fully engaged in the planning process? If so, can you resolve these first?

