START

1. Do you have a prior/existing plan?
   - YES
     - Review progress & accomplishments towards plan goals
     - Assess usefulness & decide what to carry forward
   - NO
     - Learn about planning and decide if it’s useful to you
       - YES
         - Secure board commitment to participate actively in planning
       - NO
         - STOP! Put your energy elsewhere
   - STOP!

GET READY!
- Form planning Team
- Develop a timeline
- Identify key questions
- Write brief org. history

CONTINUE TO LISTEN STAGE

Washington Nonprofits
www.washingtonnonprofits.org
1. List Stakeholders

Do we know what they think?

- Yes: Gather existing info
- No: Do stakeholder listening

Do stakeholder listening

- Develop stakeholder outreach plan
- Conduct listening activities
- Create a summary of input

2. Gather Data

Do we understand our financial position & funding model?

- Yes: Complete financial analysis
- No: Do an org health check up

Do we understand our organization's strengths & weaknesses?

- No: Focus on other areas
- Yes: Do a SWOT analysis

Compile info into a packet for board & key staff, to inform decisions during planning

Start - OR - Continue to envision stage
1. Evaluate your Mission Statement

Review & revise Mission Statement

WE LOVE IT!

Vet Mission & Vision with board and staff

Mission & Vision COMPLETE!

Keep current mission statement

CONTINUE TO PLAN STAGE
Guided by Mission & Vision, determine 3-5 strategic priorities

Identify key people to lead development of objectives for each strategic priority

Mission, Vision & Strategic Priorities = completed STRATEGIC FRAMEWORK

IMPLEMENTATION PLAN

COMPLETE STRATEGIC PLAN

CONTINUE TO EXECUTE STAGE
1. Align Resources
- Clarify who will lead each strategic priority
- Allocate resources or seek funding to support getting the work done

2. Go Public!
- Share your strategic framework with constituents, especially shareholders who provided input

3. Identify & Celebrate Accomplishments

Continue to Evaluate Stage

SPiN
Strategic Planning in Nonprofits
WashingtonNonprofits.org
What is your appetite for evaluation?

**SMALL**
Write a plan for the board to monitor annual progress

**MEDIUM**
- Identify measurable success indicators for each strategic priority
- Organize the data into a dashboard that the executive director can update and present to the board quarterly

**LARGE**
Develop a logic model or theory of change and report meaningful data to evaluate program impact

Use your evaluation results to improve your organization’s performance

CONGRATULATIONS! YOU’VE MADE IT THROUGH! NOW SPiN AGAIN!

LEARN MORE AT WASHINGTONNONPROFITS.ORG