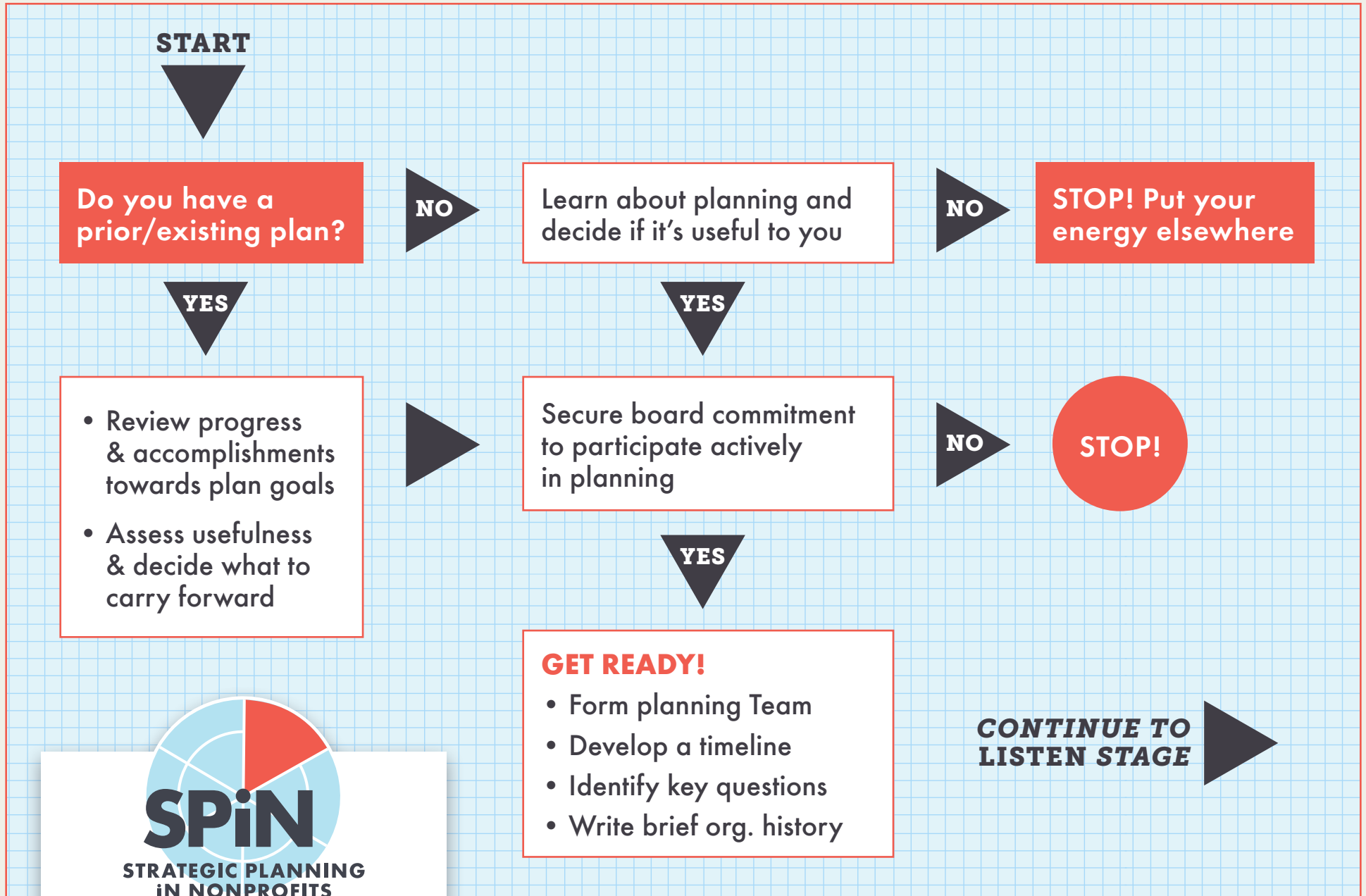


# ORGANIZE



# PREPARE

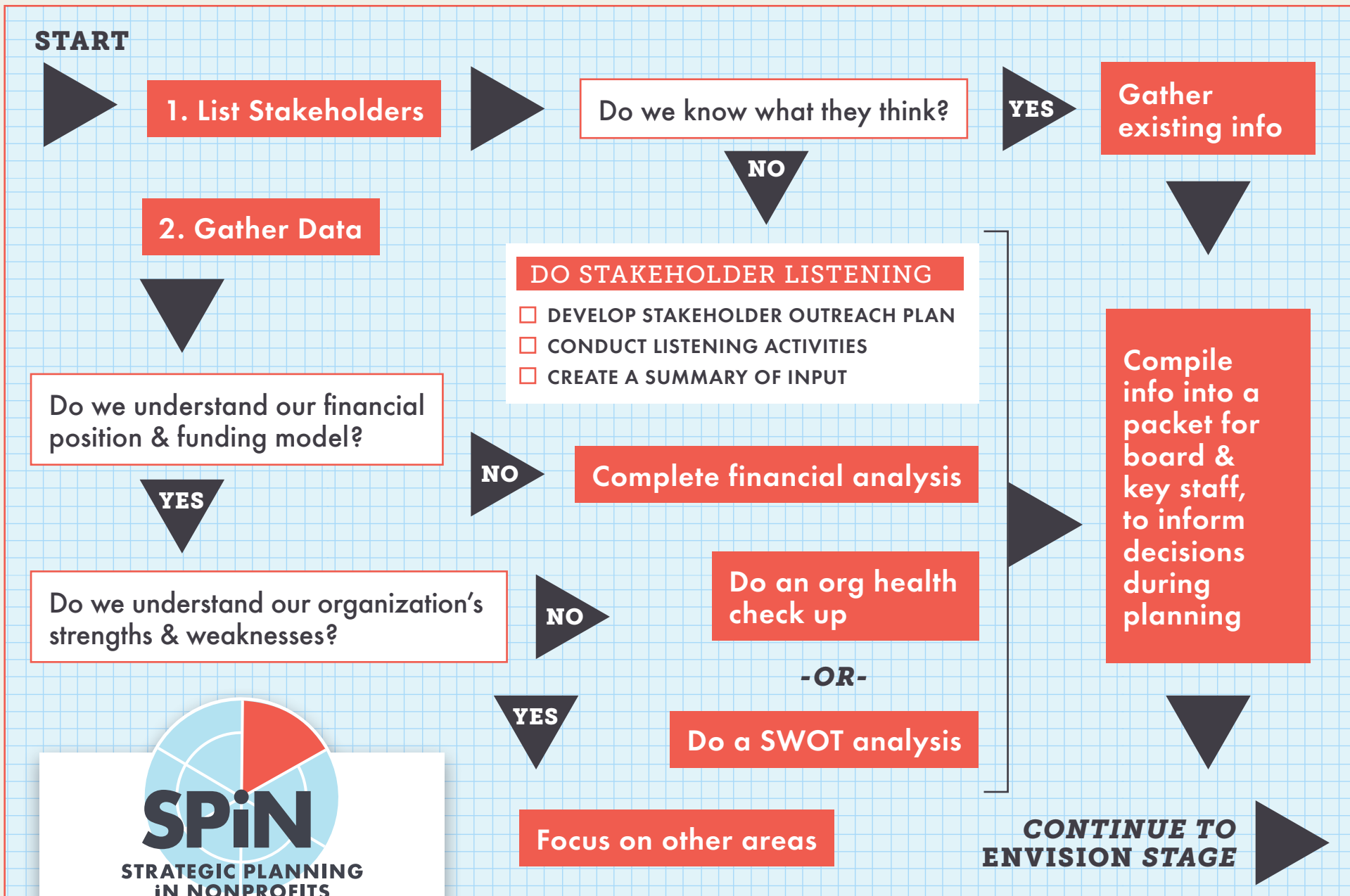


**SPiN**  
STRATEGIC PLANNING  
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# ORGANIZE



# LISTEN



STRATEGIC PLANNING  
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IMAGINE



ENVISION

START



1. Evaluate your  
Mission Statement

*WE LOVE IT!*



Keep current  
mission statement

*MEH*



Review & revise  
Mission Statement



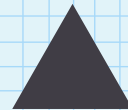
Vet Mission & Vision  
with board and staff



Mission & Vision  
**COMPLETE!**



2. Create a Vision Statement



**CONTINUE TO  
PLAN STAGE**



STRATEGIC PLANNING  
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**IMAGINE**



**PLAN**

**START**



Guided by Mission & Vision,  
determine 3-5 strategic priorities



Mission, Vision & Strategic  
Priorities = completed  
**STRATEGIC FRAMEWORK**



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



**IMPLEMENTATION PLAN**



**COMPLETE STRATEGIC PLAN**



**CONTINUE TO  
EXECUTE STAGE**



**STRATEGIC PLANNING  
IN NONPROFITS**

# LAUNCH EXECUTE

**START**



## 1. ALIGN RESOURCES

- CLARIFY WHO WILL LEAD EACH STRATEGIC PRIORITY
- ALLOCATE RESOURCES OR SEEK FUNDING TO SUPPORT GETTING THE WORK DONE



## 2. GO PUBLIC!

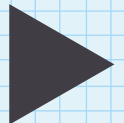
SHARE YOUR STRATEGIC FRAMEWORK WITH CONSTITUENTS, ESPECIALLY SHAREHOLDERS WHO PROVIDED INPUT




## 3. IDENTIFY & CELEBRATE ACCOMPLISHMENTS



**CONTINUE TO  
EVALUATE STAGE**



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LAUNCH  EVALUATE

**START**

What is your appetite for evaluation?

**SMALL**

**MEDIUM**

**LARGE**

Write a plan for the board to monitor annual progress

**CREATE A DASHBOARD**

- 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

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!**

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