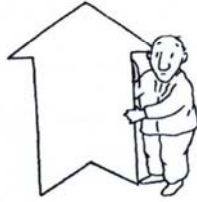


Five Steps to Develop a Strategic Plan

STEP 1 Get Organized



- Note why you are planning and any concerns
- Select a steering group or person to keep the planning on track
- Determine if outside help is needed
- Outline the planning process that fits your organization
- Get commitment to proceed

STEP 2 Take Stock (Situation Analysis)



- Pull together necessary background information
- Review your nonprofit's past, present, and future situation
- Identify key issues or choices

STEP 3 Set Direction



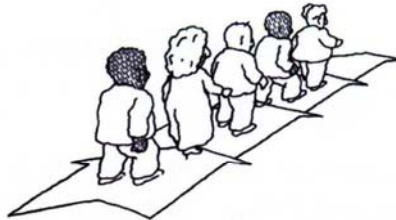
- Develop a vision of your organization's future
 - Critical issues approach
 - Scenario approach
 - Goals approach
 - Alignment approach
- Determine how to move the organization toward this future
- Develop a first draft of the plan

STEP 4 Refine and Adopt the Plan



- Review and refine the plan
- Adopt the plan

STEP 5 Implement the Plan



- Implement the plan
- Monitor progress
- Make adjustments
- Periodically update the plan

Figure 2: Finding the Fit

