

## Ongoing Nonprofit Strategic Plan Template

### I. Executive Summary

- Snapshot of key plan elements
- Showcase impressive metrics

### II. Organization Overview

- Background on founding and evolution
- Mission statement clearly articulating organization's purpose
- List of core values that guide the organization
- Highlights of past accomplishments
- Success stories showing impact
- Description of populations served, including detailed demographics like number served, income levels, age groups, gender, ethnicity, geography, and how populations are involved
- SWOT analysis evaluating strengths, weaknesses, opportunities and threats/challenges

### III. Organizational History

- Details on founding, key milestones
- Growth in clients, reach, staff
- Evolution of business model and capabilities

### IV. Past Performance

- Metrics, results over past 3-5 years
- Progress made on past strategic plans
- Success benchmarked against peers

### V. Case for Support

- Client success stories
- Testimonials from community
- Powerful examples of ongoing need

## VI. Current Programs

- Details on existing core programs
- Populations served, outcomes achieved
- Benefits to community delivered

## VII. Facilities/Assets

- Locations, technology platforms
- Specialized equipment or assets that set apart
- Investments supporting efficiency

## VIII. New Strategic Goals

- Ambitious long-term goals
- Short-term goals supporting them

## IX. Funding Needs and Requests

- Specific funding amounts requested
- Highest priority needs and gaps
- New initiative descriptions

## X. Leadership Continuity

- Long-tenured staff and board bios
- Celebrate low turnover
- Mountain of expertise represented

## XI. Finances

- Current annual budget amount, surpluses or deficits
- Significant financial events that affect budget
- Funding needs tied to growth plans

- Diversified funding sources to sustain programs
- Fund development and fundraising plans