

Ongoing Nonprofit Strategic Plan Template

I. Executive Summary

- Snapshot of key plan elements
- Showcase impressive metrics

II. Organization Overview

- Background on founding and evolution
- Expand on mission, values, purpose
- Highlights of past accomplishments
- Success stories showing impact

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