

New Nonprofit Strategic Plan Template

I. Executive Summary

- 1-2 page overview of entire plan's key points

II. Organization Overview

- Mission statement clearly articulating organization's purpose
- List of core values that guide the organization
- Brief history of organization, including year founded and key milestones
- Description of populations served, including detailed demographics like number served, income levels, age groups, gender, ethnicity, geography, and how populations are involved
- High-level overview of current programs, activities and accomplishments
- Past impact and measurable outcomes achieved
- SWOT analysis evaluating strengths, weaknesses, opportunities and threats/challenges
- Future growth plans and goals for the organization

III. Goals

- 3-5 long-term goals for the next 3-5 years
- Shorter-term goals achievable in 1-2 years that align to long-term goals

IV. Strategies and Activities

- Each current program and activity described in detail including purpose, status, implementation plans, and population served
- New program ideas outlined including development stage, implementation plans, and communication strategies
- Communications plan for promoting programs and activities through stories, tools, and channels

V. Partnerships and Collaborations

- Inventory of existing partnerships and collaborative relationships
- Opportunities for new partnerships that align to goals
- Plans for partnership development and engagement

VI. Personnel

- List of board members and their roles
- Organizational chart of leadership team and staff
- Volunteer needs assessment and recruitment plan

VII. 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

VIII. Monitoring and Evaluation

- Program-specific metrics and outcome measures
- Data collection, tracking, and reporting procedures
- Schedule for regular review of progress and impact

IX. Conclusion and Call to Action

- Summary of key goals and strategies
- Inspiring conclusion with vision for the future
- Call to action for stakeholders to get involved