

# How to Develop a Strategic Plan for a Nonprofit

Developing a strategic plan is like planning a journey and all experts agree that this is the primary function of the board of directors. While this is true and necessary, very few organizations and boards take the time to plan their journeys.

Strategic planning, like a journey, include issues like: Why are we traveling? Where do we want to end up? Checking to condition of our car; major stops we want to see along the way; major routes we want to take: Who will drive each route? How much money will we need to spend? What if some of the roads are under construction and we have to make a detour? These and other details will need to be dealt with if a Nonprofit wants to reach its full potential.

All board members, directors, employees and officers of nonprofits are encouraged to attend this seminar and start right away with a plan and in doing so keep the organization energized and motivated. This will also inspire contributors and potential grant providers to contribute to the cause.