

Nonprofit Strategic Plan Outline

I. Executive Summary

II. Mission & Vision Statements

Mission Statement

Vision Statement

III. Organizational Values

IV. Situational Analysis

- SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)
 - Stakeholder Analysis
 - Current Environment
-

V. Strategic Goals & Objectives

1.

2.

3.

VI. Key Strategies & Initiatives

VII. Action Plan

1. Activities

2. Timeline

3. Roles & Responsibilities

VIII. Evaluation & Measurement

- Key Performance Indicators (KPIs)
 - Monitoring & Reporting Plan
-

IX. Financial Plan & Resource Development

X. Appendix

- Supporting Documents
 - Additional Notes
-