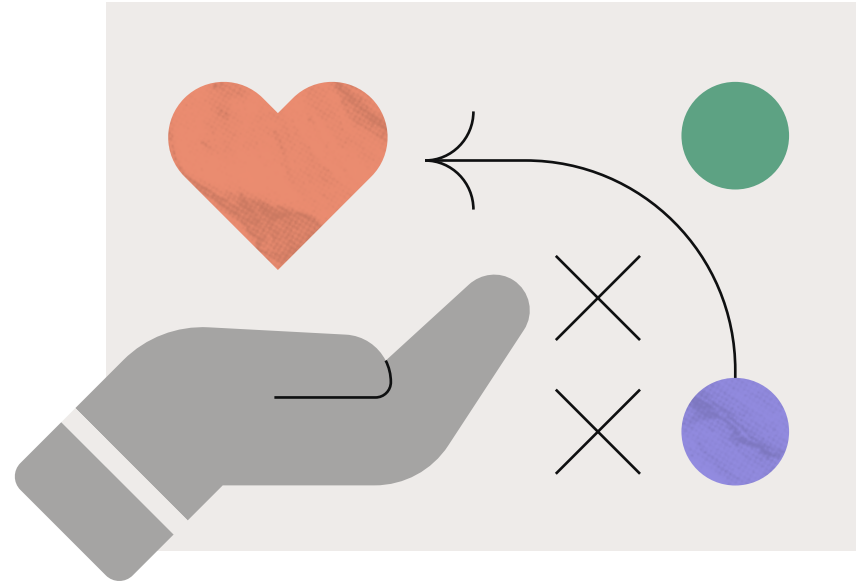


Basic nonprofit strategic plan



Legal name:

Founded in:

Address:

Legal organization status:

Locations:

This nonprofit strategic plan will help you work through the three stages of strategic planning:

- 1 Assessing your situation
- 2 Developing your strategy
- 3 Creating your strategic plan

About us

Annual net asset:

Organization size:

Target demographic:

Our financial background			
Funding source	% of total annual budget in (year)	% of total annual budget this year	Comments
Government			
Board			
Foundations			
Fundraising			
Individual			
Program revenue			
Interest and investments			
Other			

Our internal stakeholders			
Name			
Why do they believe in us?			
What do we need them for?			
Why do we believe in them?			

Our external stakeholders			
Name			
Why do they believe in us?			
What do we need them for?			
Why do we believe in them?			

SWOT analysis

Strengths

Weaknesses

Opportunities

Threats



Our mission

Our vision

Who we serve

Our top 10 values

Our strategic priorities | Based on the **SWOT** analysis

1

2

3

Our SMART objectives | Specific, Measurable, Achievable, Realistic, Time-bound

1

2

3

4

5