



CREATING YOUR NGO'S STRATEGIC PLAN

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Civic Leadership

Lesson Description

A strategic plan provides a road map for your NGO's future. It is critical to ensuring you have a clear mission, vision and goals — and that you take on projects that are appropriate for your NGO and community. Learn more about strategic plans and how you can create and implement one.

Learning Objectives

1. Understand what strategic planning and a strategic plan is.
2. Become familiar with different ways to carry out strategic planning.
3. Learn the benefits and challenges of strategic planning.

Discussion Questions

1. What is the value of an NGO having a mission statement?
2. Describe a time when your NGO or an NGO you know took on a new program. Thinking about the mission statement, should the NGO have taken on this new program? Why or why not?
3. What is one question about the NGO's future that having a strategic plan could help answer?

Developmental Actions

1. Think of your NGO or an NGO you know.
 - a. Take 10 minutes to draft or refine a mission statement.
 - b. Take 10 minutes to do a SWOT analysis. Share the strengths, weaknesses, opportunities and threats you identified with your group.
2. Write a list of questions that you may ask another NGO leader in your community about their experience developing a strategic plan.

About the Video Presenter

Hilary Binder-Aviles is a leading American NGO development expert. She has 25 years of experience working with NGOs at all levels. She provides training and assistance in the areas of NGO startups, program/organizational planning and management, evaluation, governance, fundraising and advocacy. She previously worked for Mosaica: The Center for Nonprofit Development and Pluralism, and was co-founder and executive director of Sol & Soul, a grassroots NGO that used arts and culture as a tool for social change. Hilary has extensive experience working with citizens from around the world and has trained and facilitated planning for NGOs in Brunei, Egypt, Iraq, Singapore and Yemen. She holds a bachelor's degree in political science from Wellesley College and a master's in public policy from Harvard University's John F. Kennedy School of Government. Hilary is the lead author of *The NGO Handbook*, published by the U.S. Department of State's Bureau of International Information Programs.

