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What is STRATEGIC PLANNING?
Strategic planning is the process of determining what an organization intends to be in the future and how it will get there. It is finding the best future for your organization and the best path to reach that destination.”

Strategic Planning Workbook for Nonprofit Organizations
Amherst H. Wilder Foundation
Strategic Planning Process

- Situational analysis
- Visioning
- Setting goals
- Implementing
Message?

ALWAYS OPEN

CLOSED
Values?
Mellisa Williamson, 35, a Bullitt Avenue resident, worries about the effect on her unborn child from the sound of jackhammers.

TRAFFIC: Official says wait for end result
If SERA – 19 was a vehicle,

she would be a __(year)____(Make and model) because ______.
Highly Effective Communities

- Passionate Leadership
- Written Mission Statement/Strategic Plan
- Basics Covered
- Community Spirit
- Business Involvement
- Active Marketing
- Outsiders Welcome
I never dreamed I would see the day that …
Develop a draft of three specific, measurable achievable goals that can be accomplished within the next three years.
Thank you for your good work.
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