

TIPS: INTEGRATING STRATEGIC & ANNUAL PLANS

Tip #1: Take the Strategic Plan off the shelf!

This living document should be created, folded, and spattered with coffee stains as the Board and staff refer to it again and again.

Tip #2: “Operationalize” the Strategic Plan into an Annual Plan.

While strategic planning provides a vision for the future, annual planning defines specific Board, staff, and volunteer activities which will occur during each 12-month period.

Tip #3: Develop measures for success.

Involve the entire team in developing measures of success for the organization. Examples include community involvement, number of active volunteers, collaborative projects, river miles/acres protected, dollars earned, and dollars raised.

Tip #4: Create annual work plans.

Each staff member’s work plan should contribute to achieving the goals of the Strategic Plan.

Tip #5: Make sure annual goals are “SMART”:

Strategic, Measurable, Achievable, Relevant and Timely. Add ER: Evaluate and Revise and you have even SMARTER goals!

Tip #6: Use “dashboards” to communicate progress.

Dashboards—just like the one on your car—provide a visual indicator that everyone understands, showing how your organization is performing. Use dashboards to communicate progress toward measures of success with everyone who needs to understand your community impact.

***Need a hand integrating strategy and daily operations?
WE CAN HELP!***



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