

Strategic Planning for Movement Organizations – Plan Component Check List

Not all plans need to have the same components but here are some of the more critical components in the development of a comprehensive strategic plan.

Draft Plan Components:

- Brief Organization Description
- Description of Planning Process
- Political context/landscape that shapes the plan and priorities
- Mission
- Values
- Strategic Priorities
- Five Year Goals (or whatever time period your plan comprises)
- Methodology and Objectives (How We Get There)
 - Theory of Change/Change Model
 - Program Objectives
 - Infrastructure Objectives (including projected org chart)
 - Development Plan (how you will raise the resources)
- Impact/Social Outcomes (How We Know We Are There)
 - Benchmarks (How we measure our progress)

For Star Students 😊

- Workplan for the next 12-18 months