



Strategic Planning Workbook for Nonprofit Organizations, Revised and Updated

Bryan W. Barry

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Time or budget constraints? Here's how to overcome obstacles to create a winning strategic plan! How do you reach your goals and make an impact when you're faced with funding cuts and increased competition? You'll find the answer in this practical guide. Step-by-step instructions help you develop sound, realistic plans for the future. You'll learn how to solve a web of problems that are hard to address one-by-one; build teamwork, improve communication, and boost managerial skills; influence rather than be influenced—especially in this time of new federal cutbacks; survive—even thrive—with fewer resources; and stimulate forward thinking and refocus your mission.

Written by national strategic planning expert Bryan Barry, this updated edition builds on the original and adds new sections so that you get step-by-step guidance through the five planning steps; four methods for developing a plan; critical ingredients of a sound plan; information on how to create a shared vision of your nonprofit's future to guide staff in making everyday choices; strategies to address problems and opportunities that the nonprofit sector now faces; a new, more detailed sample of one nonprofit's actual three-year plan including goals, strategies, staffing, financial, and implementation plans; new suggestions on how to format your plan; additional tips for implementing and updating your plan; a sample 3-year plan; examples of how multiple organizations, coalitions, and communities can use strategic planning; a CD-ROM with easy-to-complete, interactive worksheets to help you develop your own plan, sell it to your colleagues, and measure results; and completed worksheet samples.

With the Strategic Planning Workbook you'll get a clear sense of direction that will guide your choices about which opportunities to pursue and which to avoid!

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