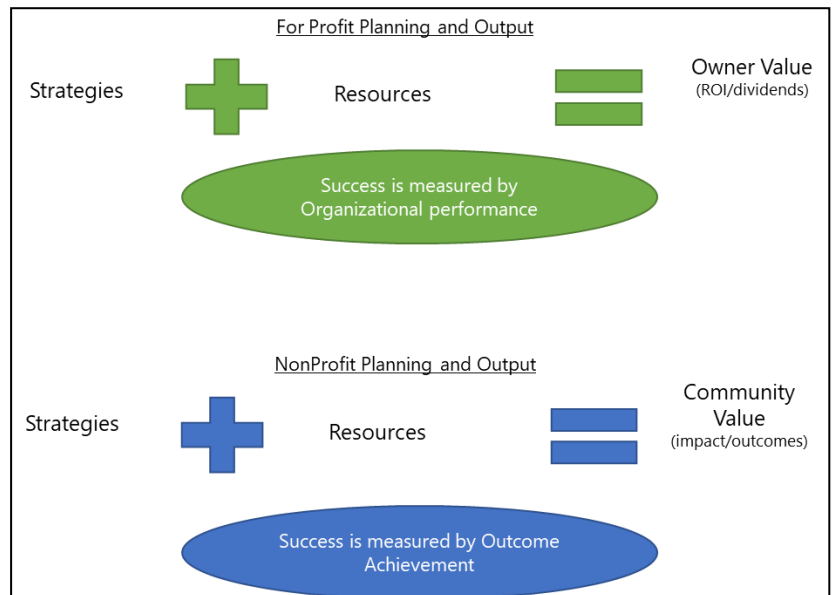


Questions to Ask when Planning

- Who do we serve?
- What benefits do they derive from our work? Who else serves them?
- What trends are anticipated that would impact those we serve or the way in which we serve them?
- Is our purpose (mission) still valid?
- Vision - What is our transformative impact? (how will the community be different in the future because of the work we did)
- By what values will we make decisions, operate and hold our board, staff and volunteers accountable?



- How will we know we are making progress towards that community impact (Outcomes) and how will they be measured?
- What are our organizational assets (strengths) we can leverage to achieve those outcomes?
- Who else is interested in our achieving those outcomes and in what way could we leverage their strengths?
- What conditions need to be in place for us to achieve those outcomes (Strategies)
- What activities do we need to engage in to achieve those strategies and by when?
- In what way will we measure the success of those activities (Objectives)?
- What resources are required to successfully meet those objectives (leadership, board, policies, staff, facilities, technology, branding, financial position, etc.)
- How much more over this year (or last year) will we need to invest in those resources? How will that grow over time?
- What resources are needed to mitigate risk?
- In what way will the board and staff track progress of this plan and how frequently will we review that progress?