

## **Why Do We Have a Strategic Plan**

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### **Strategic Planning**

A strategic plan is a document that reflects where the nonprofit is and where it plans on being in the future. It is the action plan that helps a nonprofit meet its goals and objectives. It is used to help the nonprofit do a better job.

A strategic plan helps the nonprofit assess itself and ensures that all of its members are working toward the same goals. It assumes that the nonprofit exists in an ever changing environment and helps the nonprofit adjust its direction as necessary.

### **The Mission Statement and the Strategic Plan**

The mission statement and the strategic plan work hand in hand. You can look at the mission statement as the good intentions of the nonprofit world. The strategic plan is the enforcer. A strategic plan takes the good intentions of the mission statement and whips them into results. It converts vision into reality.