

Strategic Planning

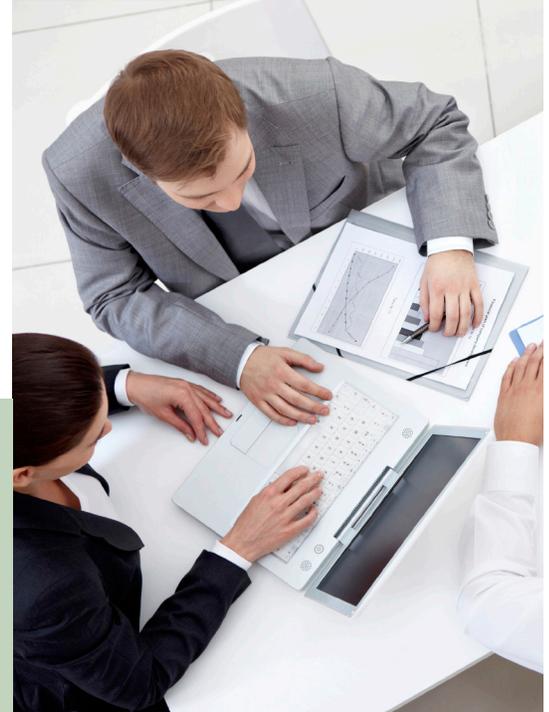
How do some organizations thrive economically and others don't? More than likely, the thriving organization has completed a strategic plan. Strategic Planning (SP) is critical to organizations, tribes, or company success.

SP spells out where an organization is going over the next year or more and how it's going to get there. The plan is organization wide or focused on a major function or project.

A strategic plan is a tool that serves the purpose of helping an organization do a better job, because a plan focuses the energy, resources, and time of everyone in the organization in the same direction.

Strategic planning does the following:

- Organization's direction is clearly defined
- Identifies methods that you will take to reach your goals
- Provides an invaluable opportunity for dialogue and consensus amongst leadership and staff
- Helps prepare for the future
- Helps anticipate and manage change
- Improves the decision making process
- Provides good stewardship (being accountable to others)
- Prioritizes your financial needs
- Analyzes organization's present systems and processes
- Provides focus and direction to move from plan to action



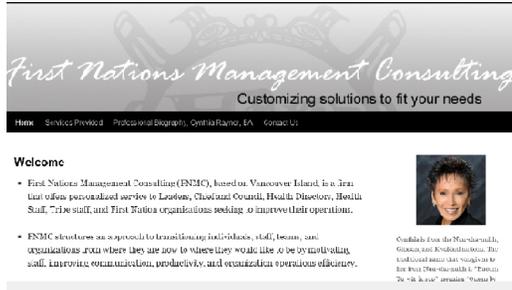
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Outline of Strategic Planning

The strategic plan typically focuses on a 3 – 5 year period and will complete the following:

- **Mission:** A comprehensive statement of the purpose of the organization.
- **Values:** The core values that describe how an organization will carry out its mission. These underpin all elements of a strategic plan.
- **Vision:** Image of the desired future for the organization and members.
- **Goals:** The main focus areas for the organization. Examples include leadership, administration, finance, facilities, and infrastructure.
- **Objectives:** Specific statements detailing what will be accomplished in relation to each goal.
- **Strategies:** How the objectives will be achieved. Strategies must be specific, measurable, achievable, reviewable, and time bound.

If the objectives identified in the strategic plan are to be achieved, it is essential the related strategies are further mapped out in an operation plan that details specific action undertaken.



How to write a proposal

With cutbacks in funding, it is important that funding sources come from other areas so programs continue and grow strong. Here is a basic outline of writing a proposal.

1. Define your issue and solution: your proposal needs to define a problem and offer a solution that will convince uninterested, skeptical readers to support it.
2. Think about your audience: Refine your tone to meet your audience's expectations and desires. What would be the most effective way of getting through to them?
3. Keep elements of style in mind: How are you going to be persuasive? You want to touch on their emotions, but remain credible by using only facts.
4. Make an outline: this should consist of your problem, your solution, how you will solve it, why your solution is best, and a conclusion.

Summary

1. Start with a firm introduction
2. State the problem
3. Propose solutions
4. Wrap up with a conclusion
5. Edit your work

Funding and Grants

Aboriginal Learning Links is a post-secondary resource for Grants and Scholarships:

<http://www.aboriginallearning.ca/resources/1/1/2>

RBC donates and sponsors the following projects: after school, mental health, emerging artists, play hockey and more. Go to:

<http://www.rbc.com/community-sustainability/apply-for-funding/index.html>

New Relationship Trust offers funding for groups and organizations for the following: Elders, youth, policy development, partner funding, language and culture and more. Go to:

<http://www.newrelationshiptrust.ca/funding/for-groups-organizations>

Each newsletter will highlight different funding sources. If you do not have the time or manpower to write the proposal and would like assistance, call me at 250-248-7868 or email me at Cynthia@fnm-consulting.com



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Have you heard of "Prezi"?

Prezi is a web-based presentation application and storytelling tool that uses a single canvas instead of traditional slides. Text, images, videos and other presentation objects are placed on the infinite canvas and grouped together in frames. It is similar to PowerPoint but it is free.

Go to: www.prezi.com to find out more.

October's Newsletter

Coming in next month's newsletter:

- How to manage projects
- Policies and procedures
- More funding agencies

If you know anyone that would like to receive this newsletter, email: Cynthia@fnm-consulting.com and type in NEWSLETTER in the subject line.