

## STRATEGIC PLANNING TEMPLATE

Planning Element	Explanation	Example
<b>Vision</b> Why	How the world would look if the nonprofit is successful in its mission	Example: Preserves wolves' rightful place in the environment
<b>Mission</b> What	Why the nonprofit exists	Example: To teach people about wolves, their relationship to the environment and the human role in protecting their future
<b>Goal</b> Where to?	What you hope to accomplish this year	Example: Build awareness of the issue globally
<b>Objective</b> Where to?	The goals using SMART criteria	Example: Followers on social media will increase by 120% over five years
<b>KPI</b> How much?	The key indicators for measuring the success of your objectives	Example: Facebook, Instagram and E-mails compared to baseline in 2019
<b>Strategy</b> How?	How will you achieve your objective?	Example: WCC will build the scaffolding for a world-wide social media and online initiative
<b>Tactic</b> What	The concrete action steps that implement the plan	Example: WCC will research and invest in platform that can combine and report on all digital elements of our program
<b>Metric</b> How much	Indicators to measure the success of your tactics	Example: How many online platforms can be integrated and support each other.