



## Strategic Planning for Nonprofit Organizations: A Practical Guide and Workbook (Wiley Nonprofit Law, Finance and Management Series)

*By Michael Allison, Jude Kaye*

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Practical, easy-to-follow planning strategies geared to the special requirements of the nonprofit

This very accessible resource from a team of experts in the nonprofit sector adapts basic business concepts to the unique structure and goals of nonprofit organizations. Breaking the planning process into six steps, the book covers it all--from getting ready and articulating the mission to monitoring and adjusting the finished plan.

\* Sample worksheets, checklists, and tables are included in the book--and on a 3-1/2" IBM-compatible disk

JUDE KAYE and MIKE ALLISON (both of San Francisco, California) are executives with The Support Centers for Nonprofit Management.

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## **Editorial Review**

### **From the Publisher**

This comprehensive book/disk set shows you how to create and implement an effective strategic plan using a simple, seven-phase process that covers everything from defining your mission and setting your course to initiating, monitoring, and streamlining your plan. The workbook is designed for nonprofits of all shapes, sizes, and budgets, and can be easily adapted to fit any time frame. The package comes with field-tested worksheets, checklists, and tables in both print and disk formats, plus a sample case study that demonstrates strategic planning in action from start to finish.

### **From the Back Cover**

A complete and flexible guide to strategic planning --specifically designed for nonprofits

Strategic planning is one of the most powerful management tools available to help your organization do a better job --if you know how to use it. This comprehensive book/disk set shows you how to create and implement an effective strategic plan using a simple, seven-phase process that covers everything from defining your mission and setting your course to initiating, monitoring, and streamlining your plan.

The workbook is designed for nonprofits of all shapes, sizes, and budgets, and can be easily adapted to fit any time frame. The package comes with field-tested worksheets, checklists, and tables in both print and disk formats, plus a sample case study that demonstrates strategic planning in action from start to finish. Filled with real-world insights, planning tips, and useful pointers, this accessible guide is a must for every forward-thinking nonprofit professional. Topics covered include:

- \* How to construct clear mission and vision statements
- \* How to conduct SWOT analyses and program evaluations
- \* How to assess client needs and determine stakeholder concerns
- \* How to set priorities and develop core strategies, goals, and objectives
- \* How to write and adopt a solid strategic plan
- \* How to develop a user friendly annual work plan
- \* How to establish planning cycles, evaluate progress, and update strategies.

### **About the Author**

**MICHAEL ALLISON** is Director of Support Center for Nonprofit Management Consulting Group, where he consults on strategic planning, boards of directors, organizational development, and program evaluation.

**JUDE KAYE** is Senior Staff Consultant for Support Center for Nonprofit Management and a nationally respected trainer and consultant who has worked with both large and small nonprofit agencies on planning, financial management, organizational development, and other areas.

**SUPPORT CENTER FOR NONPROFIT MANAGEMENT** works with nonprofit staff and volunteers on all matters of organizational management. Based in San Francisco, the Center is a member of the Support Centers of America national network.

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