



ELF

Organisational Development &
Fundraising Network

Development and
Strategic Planning – An
Important Pyramid

With Gregory (Greg) Long, M.A.



CDP Definition of Development

*The things we do to build
rational relationships with others...*

Jerry Twombly
CDP Founder & Developer
(Certified Development Professional)



**STRATEGIC
PLANNING**

Planning Pyramid

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you

- Review after webinar
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CDP Definition of Development

"The things we do to build rational relationships with others..."

Donors

Volunteers

Champions

Advocates

Clients/People we serve

*Partners &
Partnerships*

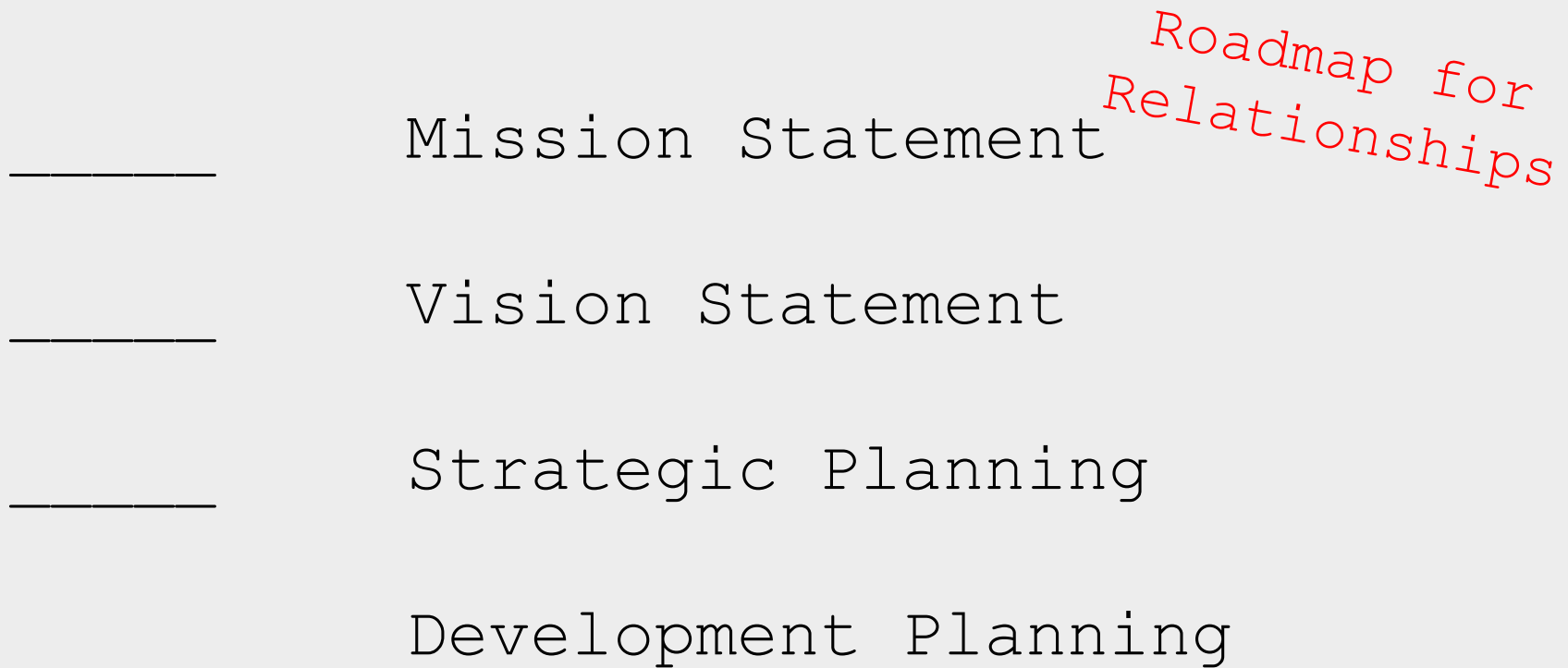
All of these help resource our ministry



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Why Vision, Mission, and Planning is Important



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Why Vision, Mission, and Planning are Important

Vision – How you believe the world should be

Mission – Your ministry's part in making Vision come true

Planning – The path for you to accomplish your Mission (Strategic & Development)



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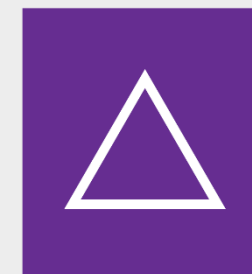


Why Vision, Mission, and Planning is Important

Vision – How you believe the world should be (not what it is now)

Andy Stanley in “*Visioneering*,” ...a clear mental picture of what could be, fueled by the conviction that it should be.

Vision = Mission Accomplished



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Why Vision, Mission, and Planning is Important

Vision – How you believe the world should be

Habitat for Humanity

A world where everyone has a decent place to live.

Heartbeat International

...is to make abortion unwanted today and unthinkable for future generations.



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Why Vision, Mission, and Planning is Important

Mission – Your ministry's part in making Vision come true

*Seeking to put God's love into action, **Habitat for Humanity** brings people together to build homes, communities and hope.*

*Heartbeat International's mission is to **Reach** and **Rescue** as many lives as possible, around the world, through an effective network of life-affirming pregnancy help, to **Renew** communities for LIFE.*

Ideally, the clauses are measurable items.



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Why Vision, Mission, and Planning is Important

Planning – The path for you to accomplish your Mission

In preparing for battle I have always found that plans are useless, but planning is indispensable. – Dwight D. Eisenhower

Planning is active, changing, fluid (planning – not plan)

Not a 3-ring binder on a shelf (or USB drive, device, cloud)

As soon as you *finish* ^{Nehemiah} planning, something is going to change!





Vision

*Vision = Mission
Accomplished*

Linking Your Strategic Plan to Your Development Plan

Strategic Planning
3-5 Years Out

Development Planning
3-5 years Out



Mission

Measurable
Goals and
Outcomes



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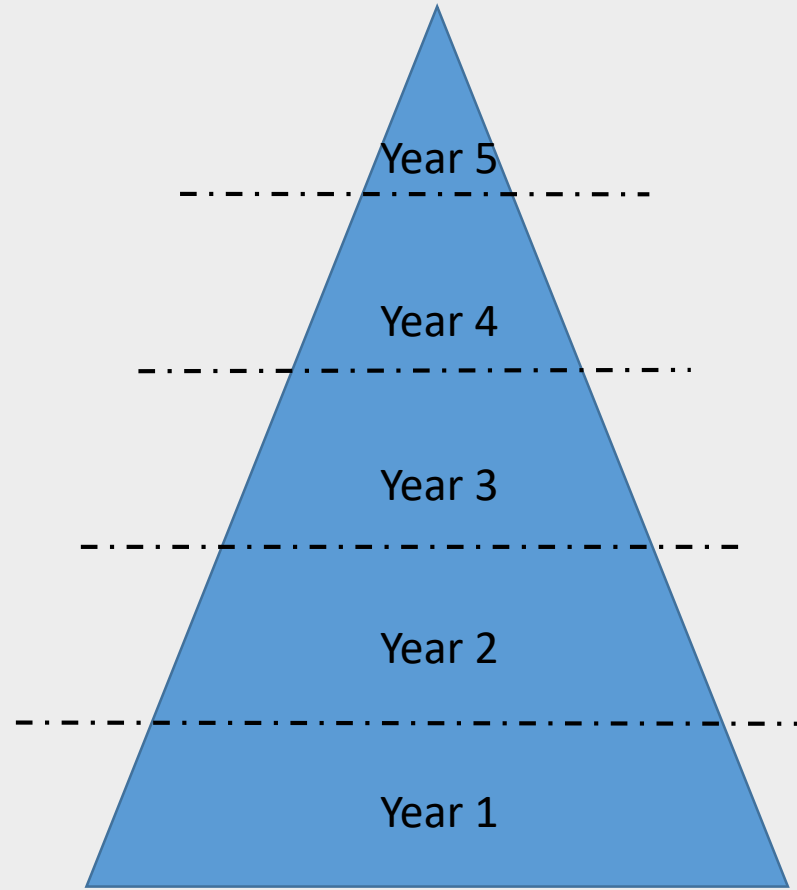
Vision

Strategic Planning

(SP)

3-5 Years Out

- Time Dated by Quarter
- Measurable Goals & Outcomes
- Specific Person/Team Responsible
- Directly Linked to Mission
- SP drives DP Goals



Mission

Measurable
Goals and
Outcomes

Development Planning

(DP)

3-5 years Out

- Time Dated by Quarter
- Measurable Goals & Outcomes
- Specific Person/Team Responsible
- Directly Linked to Mission
- Goals matched to Strategic Planning



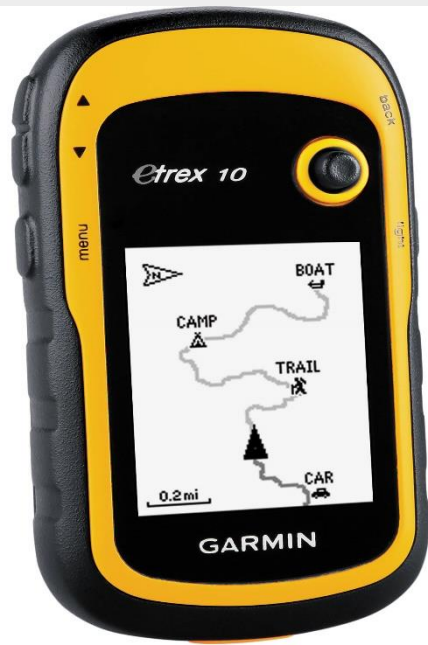
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Vision

**Development
Planning**

**Strategic
Planning**

Mission



Vision
(destination)

Development Planning
(petrol/fuel)

Strategic Planning
(map/course/route)

Mission

Roadmap for Relationships





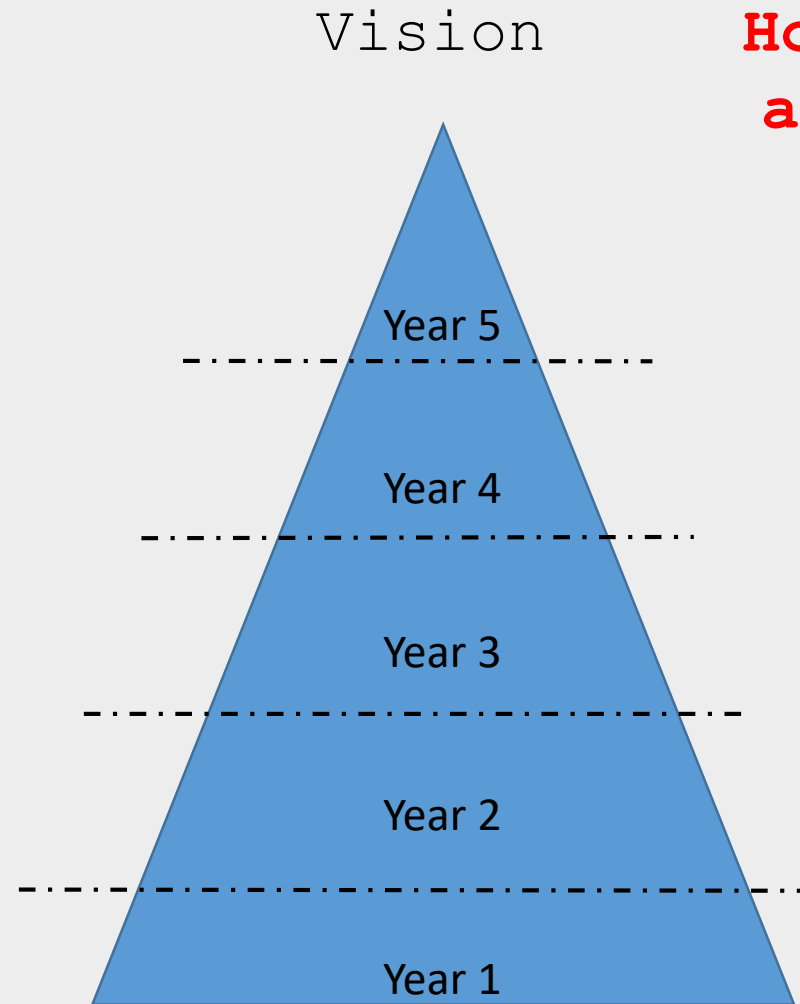
How to organize and implement?

Strategic Planning

(SP)

3-5 Years Out

- Time Dated by Quarter
- Measurable Goals & Outcomes
- Specific Person/Team Responsible
- Directly Linked to Mission
- SP drives DP Goals



Vision

Year 5

Year 4

Year 3

Year 2

Year 1

Mission

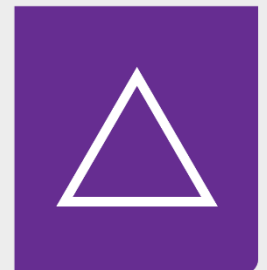
Measurable Goals and Outcomes

Development Planning

(DP)

3-5 years Out

- Time Dated by Quarter
- Measurable Goals & Outcomes
- Specific Person/Team Responsible
- Directly Linked to Mission
- Goals matched to Strategic Plan



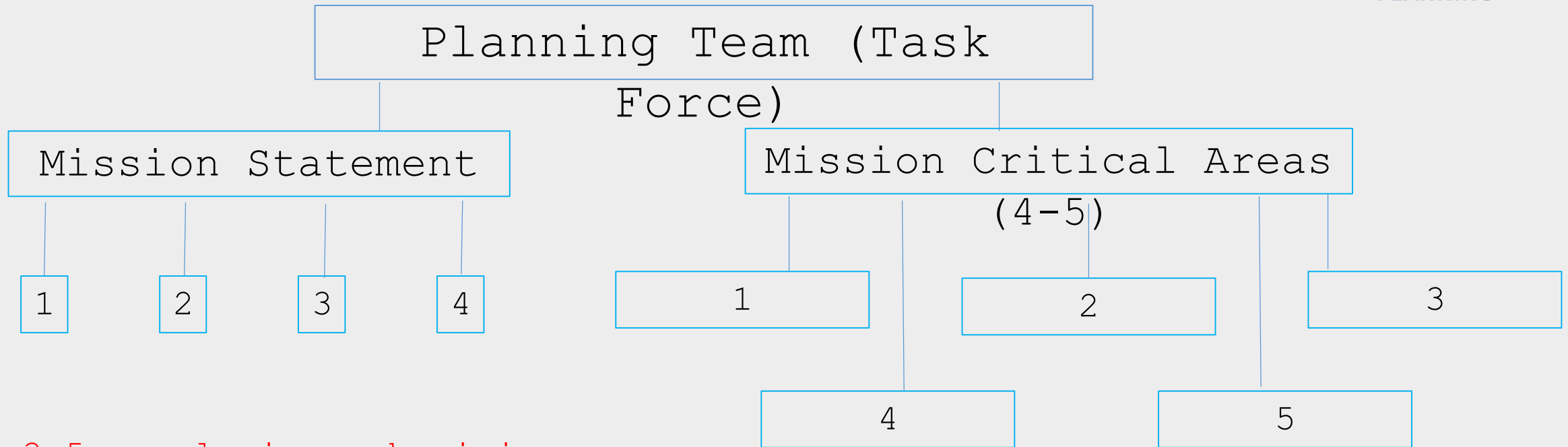
STRATEGIC PLANNING



Planning Organizational Chart



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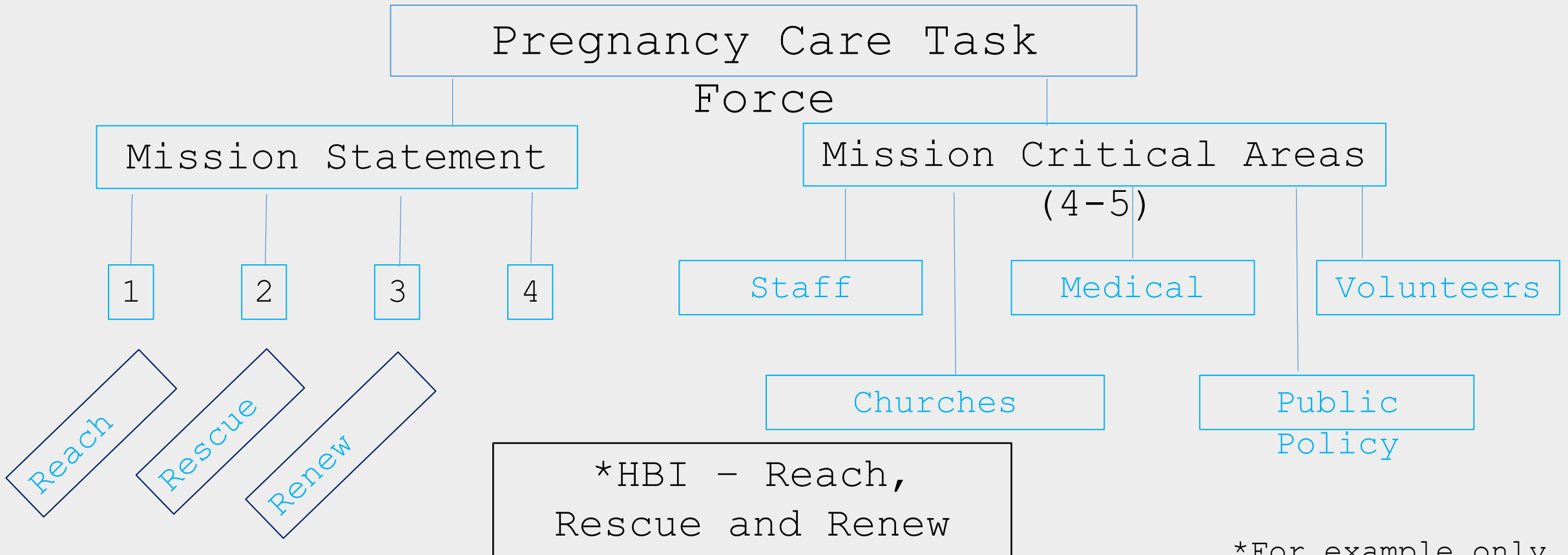
3-5 people in each mini-group



Planning Organizational Chart



Sample Chart



*For example only



Building Your Ministry's Plan

Roadmap for Relationships

Reminders on Planning

- 3-5 year horizon
- Strategic, forward-looking, purposeful
- It's messy - there are other people involved 😊
- It does take time - and ultimately saves time & energy
- Provides focus for relationships & resources
- It's living, ongoing, breathing, active
- It WILL change (Planning - not Plan)



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Issachar Initiative Strategic Development

End of Formal Presentation

See other slides for “homework”

info@npauthority.com



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Issachar Initiative Strategic Development

Sample charts & activities for
you to try on following slides.



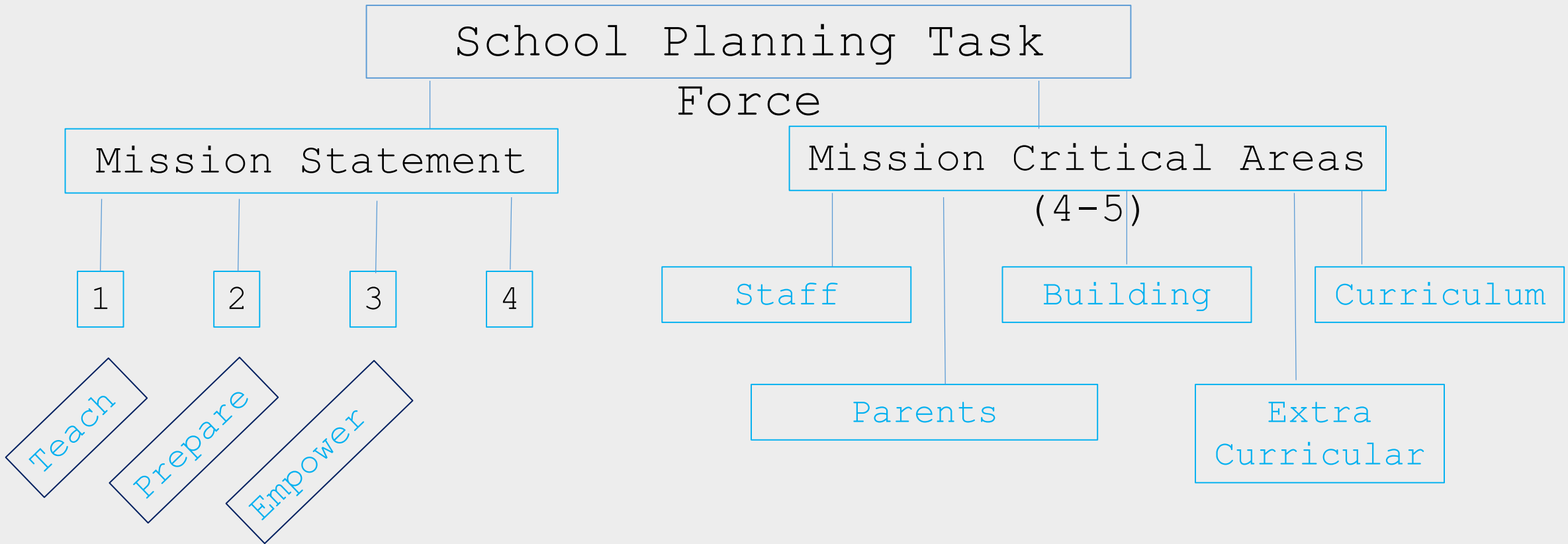
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Planning Organizational Chart



Sample Chart



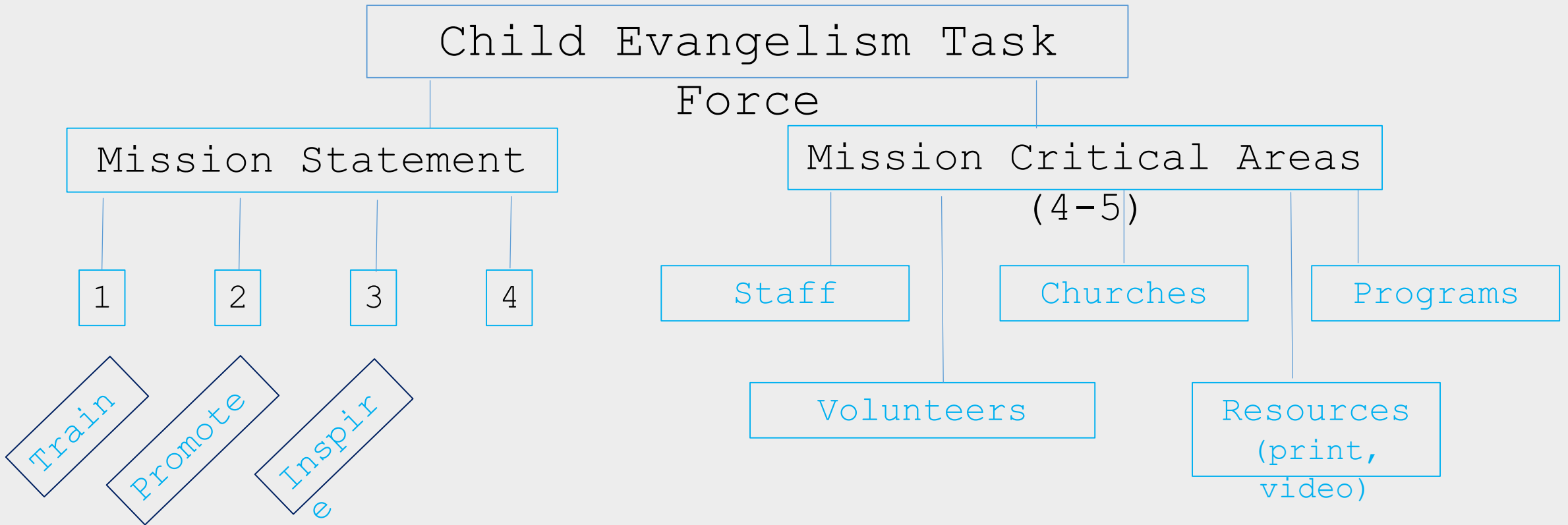


Planning Organizational Chart



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Sample Chart

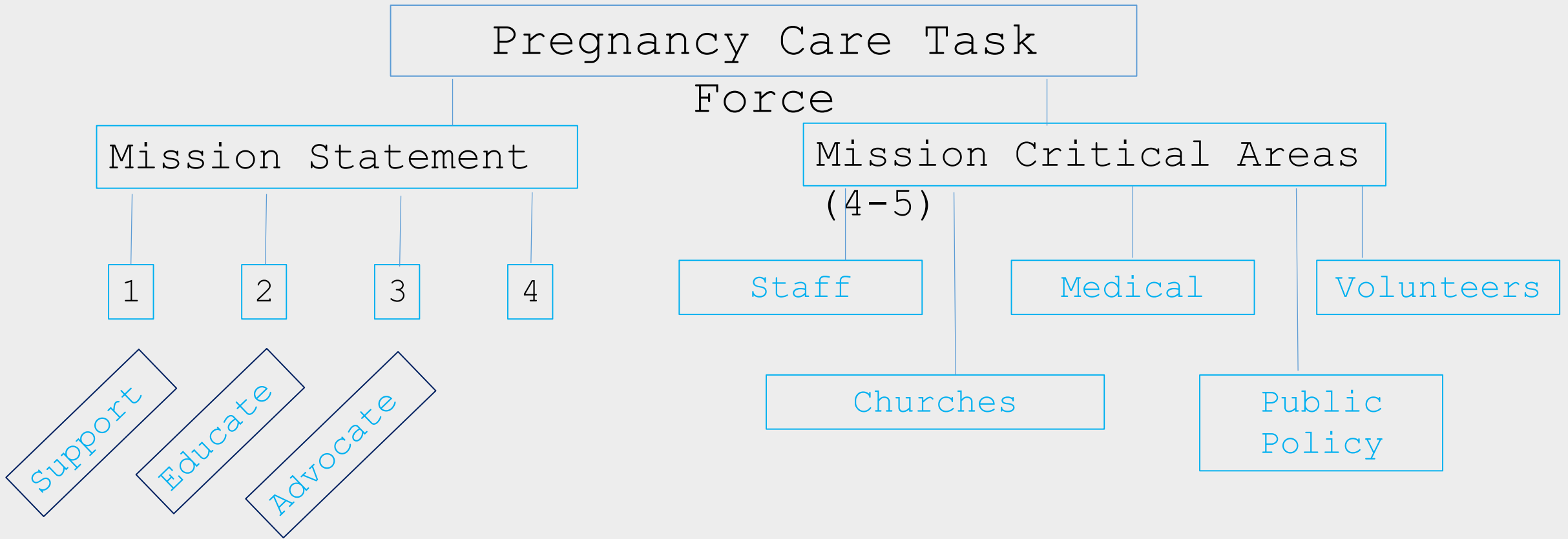




Planning Organizational Chart



Sample Chart





Assess Your Ministry's Vision, Mission, and Planning

_____ Mission Statement

Use one of these methods:

_____ Vision Statement

Letter Grade (A, B, C, D)

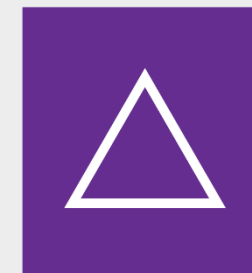
_____ Strategic Planning

Numbers (1, 2, 3, 4)

_____ Development Planning

Colors (Green, Blue, Yellow, Red)

Include your board, key volunteers and Development Team



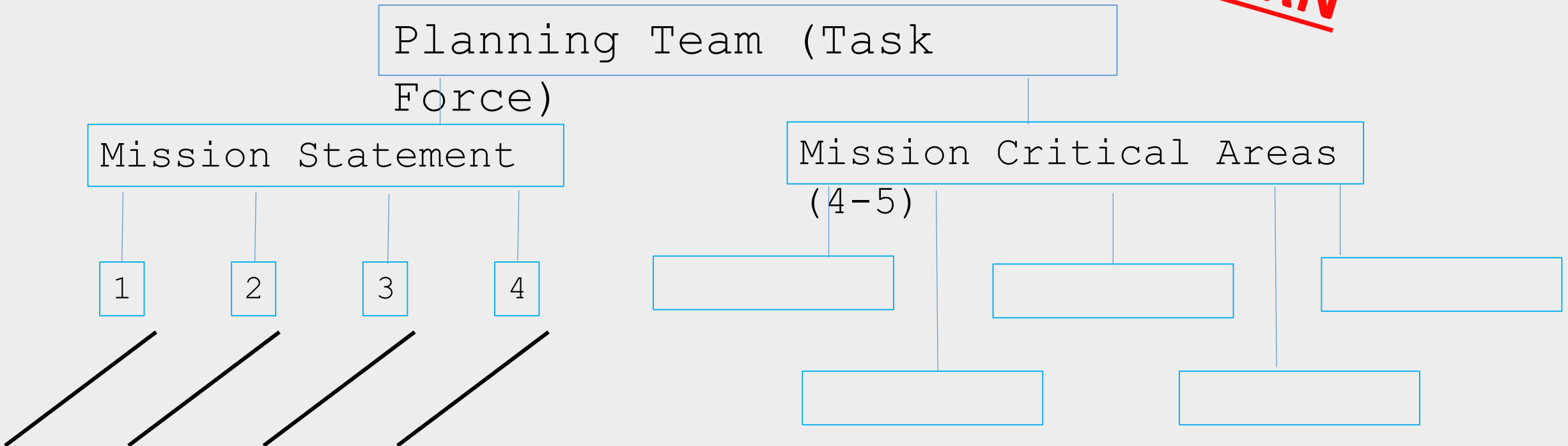
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Planning Organizational Chart



YOUR TURN



Build a chart for YOUR ministry
(including potential members)



Who is best to help you move forward?

Mission Statement clauses
(measurable)

Names

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Include your board, key volunteers and Development Team



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Who is best to help you move forward?

Mission Critical Areas
(3-5)

Names

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Include your board, key volunteers and Development Team





One Biblical Example of Planning

Nehemiah (BIG Idea - Rebuilding a People, not just a Wall)

Prayed about Vision - Chapter 1

Revealed Vision & Plan - Chapter 2

Reviewed & Announced Plan - Chapter 2

Deployed Workers/Volunteers - Chapter 3

Revised Plan - Chapter 4

Mission Accomplished - Chapters 6 & 12

*Saturated
in Prayer*



By Gregory Long, M.A.

Available on Amazon (e-book and print)

<https://tinyurl.com/yzy3jpk7>



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- Questions
- Concerns
- Comments
- Insights

We are here to help clarify and answer any questions you may have regarding this lesson.

Thanks.

info@npauthority.com



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