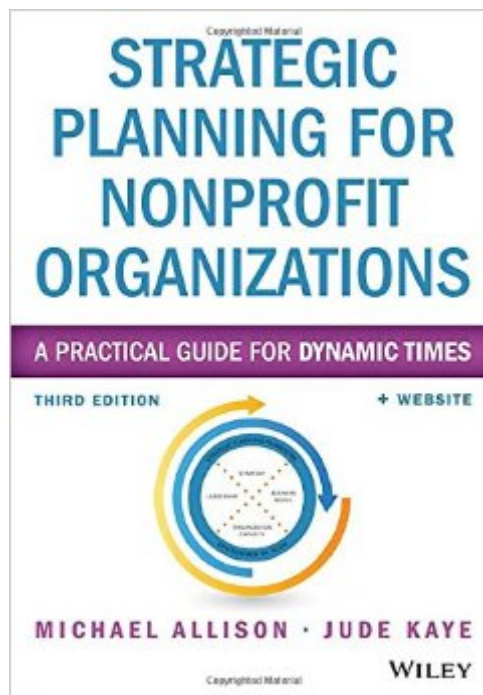


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# Strategic Planning For Nonprofit Organizations: A Practical Guide For Dynamic Times (Wiley Nonprofit Authority)



## Synopsis

The bestselling guide to nonprofit planning, with proven, practical advice *Strategic Planning for Nonprofit Organizations* describes a proven method for creating an effective, organized, actionable strategy, tailored to the unique needs of the nonprofit organization. Now in its third edition, this bestselling manual contains new information about the value of plans, specific guidance toward business planning, and additional information about the strategic plan document itself. Real-world case studies illustrate different planning and implementation scenarios and techniques, and the companion website offers templates, tools, and worksheets that streamline the process. The book provides expert insight, describing common misperceptions and pitfalls to avoid, helping readers craft a strategic plan that adheres to the core values of the organization. A well-honed strategic plan helps nonprofit managers set priorities, and acquire and allocate the resources necessary to achieve their goals. It also provides a framework for handling challenges, and keeps the focus on the organization's priorities. *Strategic Planning for Nonprofit Organizations* is an excellent source of guidance for managers at nonprofits of every size and budget, helping readers to:

- Identify the reasons for planning, and gather information from internal and external stakeholders
- Assess the current situation accurately, and agree on priorities, mission, values, and vision
- Prioritize goals and objectives for the plan, and develop a detailed implementation strategy
- Evaluate and monitor a changing environment, updating roles, goals, and parameters as needed

Different organizations have different needs, processes, resources, and priorities. The one thing they have in common is the need for a no-nonsense approach to planning with practical guidance and a customizable framework. *Strategic Planning for Nonprofit Organizations* takes the fear out of planning, with expert guidance on the nonprofit's most vital management activity.

## Book Information

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## Customer Reviews

I have directed 3 non-profits-- one a success, the second a failure, the third a startup. Had I digested this manual earlier, all 3 could have used more dispassionate analysis-- and less gut instinct tempered by experience. Recently, I teamed with fellow non-profit leaders to apply to our service area a uniform theory of change. In public interest work, a theory of change is the central hypothesis one tests: it deserves the jewel cutter's examination at the heart of this book. Of special value are the authors' frank treatment of constituency and funding rivals; crucial queries to pose to stakeholders; the upset of a business model in conflict with mission priorities. They reassure practitioners who, rethinking core premises, undermine morale or stir personal doubts. A ranking executive referred to the prior edition as her "bible". Although I question the guide's divine provenance, it may prove a Godsend to the thoughtful social justice warrior.

I recently joined my organization after spending nearly 10 years in another industry. The role that I took on, overseeing strategy and partnerships was new for me as well as for the organization. I came into an organization that capitalized on growth opportunities in a very organic fashion. With increased capacity to take on strategy development, and the need to do so, we set out on the organization's first ever strategic planning process. Finding myself in the position of project lead, I was desperate to find information about what to expect from the process, elements that contribute to a good process, how to prepare the organization for change, and how to keep external consultants accountable. This book was all that and more - the ideal roadmap, showing the path, but also highlighting bumps along the way. We have a lot of work ahead, but we're making progress. I'm confident that we'll emerge from this process with a more engaged staff and a clear path for what the next phase of growth for the organization will contain.

Good book! I am the ED of a fundraising foundation for a community healthcare provider. I purchased Strategic Planning for NPOs as a resource for writing a grant for capacity building - it is a thorough, step-by-step guide and an excellent primer on what we can expect to do and to frame our expectations. I was struggling with the budget and timeline, and I read the preface, including

• Time and Money Required for Strategic Planning, • and following the factors you state to be considered, I have created a set of planning considerations for my organization for estimating what we will need. Congratulations!

I have used this book for many years, and really like the new edition! It is more succinct, and I found the updated case study and the discussion of the strategic analysis phase particularly helpful. Mr. Allison's framework helps me articulate the phases of strategic planning in my organization, and provides guidance for me as well. I highly recommend this book!

Exceptionally well organized with an overall road-map that's clear and comprehensive. The framework around which the book is organized is supported by super-examples, as well as simple and useful worksheets and advice. I highly recommend this book to anyone or any team contemplating a strategic planning exercise in non-profit organizations with experience, and, more so, for organizations thinking about undertaking a strategic planning initiative for the first time; for practical, tested concepts and advice, tough book to beat.

As a leader of a community organization I found this book to be extremely helpful as a guide to what strategic planning should accomplish and how. Even though I have experience with strategic planning in the private sector, the clear sequence of steps and concise directions for how to move through them is helping me as a leader and helping my ED and Board work together. I highly recommend this book!

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