<Logo>

<Organisation Name>

Strategic Plan

<Sub-title>

**11 August 2013**

Prepared by <Name>, <Title>

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Acknowledgements

**INSTRUCTIONS: Complete the acknowledgements section by listing people who assisted with preparing the plan. You can also thank beneficiaries / participants.**

We would like to thank the following people for their contribution to the <insert> and preparation of this strategic plan: <Insert names and titles of people to thank>.

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**INSTRUCTIONS: Update the Table of Contents as the final step before finalising your plan.**

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Acronyms

**INSTRUCTIONS: Delete any acronyms that you do not use in your strategic plan. Add any additional acronyms that you use. Acronyms should ONLY be used for things that appear more than 15 times in the document. If something appears less than 15 times it should be written out in full every time. The first time you use an acronym it should be written out in full with the acronym in parentheses afterwards.**

AIDS Acquired Immunodeficiency Syndrome

HIV Human Immunodeficiency Virus

M&E Monitoring and Evaluation

MoH Ministry of Health

NGO Non-Governmental Organization

TOT Training of Trainers

# Introduction

**INSTRUCTIONS: Complete the introduction with some background on the organisation and the objectives of the strategic planning process.**

## Organisation

<Insert an introduction to the organization>

## Objectives of the strategic planning process

The objectives of the strategic planning process are to:

* <Insert objective>
* <Insert objective>
* <Insert objective>
* <Insert objective>
* <Insert objective>

## Methodology

<Describe the methodology used to complete the strategic planning process, including which stakeholders were consulted, how they were consulted and who developed the plan>

# Organisational Profile

**INSTRUCTIONS: Complete the organisational profile with information about the history of the organisation, why it exists, and its vision and mission and core values.**

## History

<Describe the history of the organisation, how it came to be setup and its story since then>

## Vision

<Insert the vision of the organisation>

## Mission

<Insert the mission of the organisation>

## Values

The core values of the organisation are:

* <Insert>
* <Insert>
* <Insert>
* <Insert>
* <Insert>

## Current approach

<Describe the current aims, objectives, strategy and activities of the organisation, including any major achievements>

## Current challenges

<Describe the current challenges faced by the organisation>

# Context

**INSTRUCTIONS: Describe the context in which the organisation is operating.**

## Environment

<Describe the environment in which the organisation is operating. This could include the political environment, economic environment, other funding bodies, other projects, government policy, community attitudes, etc>

## Resources

<Describe the resources that the organisation currently has available to implement its activities. This could include staff, equipment, funding, etc. Also describe the strengths and weaknesses of the identified resources>

## Stakeholders

<Describe the key stakeholders involved, and their needs, wants and expectations. Key stakeholders may include funding bodies, clients, staff, management committee members, volunteers, etc.>

## External Opportunities and Threats

<Identify any opportunities or threats that are from outside the organisation. For example, changes in government policy or community attitudes may provide opportunities for new activities, or may threaten existing activities.>

# Plan

**INSTRUCTIONS: Describe the new strategy for the organisation, including the objectives, key indicators, target groups, target areas and approach.**

## Objectives

Within <X> years the organisation aims to achieve the following objectives:

* <Insert>
* <Insert>
* <Insert>
* <Insert>
* <Insert>

## Key indicators

Achievement of the objectives will be measured using the following key indicators:

* <Insert>
* <Insert>
* <Insert>
* <Insert>
* <Insert>

## Target groups

<Describe the target groups that the organisation will work with>

## Target areas

<Identify the geographic target areas where the organisation will work>

## Strategic approach

<Describe the overall approach that will be used to achieve the objective>

## Programs / activities

<Briefly describe the programs and/or specific activities that will be implemented as part of the strategic approach>

# Appendices

**INSTRUCTIONS: Add any necessary appendices. This could include a** [**logframe**](http://www.tools4dev.org/resources/logical-framework-logframe-template/)**,** [**M&E framework**](http://www.tools4dev.org/resources/me-framework-template/) **and/or** [**work plan**](http://www.tools4dev.org/resources/work-plan-template/)**.**

## <Appendix Title>

<Insert appendix content>

## <Appendix Title>

<Insert appendix content>