



Strategic Plan/ Brainstorming

Mission: the “why”

The mission of a Club, piece of content, or campaign should provide a top level answer to the essential question: Why does the Club exist? What is it trying to accomplish? The mission of a website might be stated using terms like this: inform, sell, compare...

[Google's](#) mission is to organize the world's information and make it universally accessible and useful. And [Facebook's](#) mission: to give people the power to share and make the world more open and connected.

When a Club mission is well understood and properly integrated, it makes it easier to define objectives, strategies, and tactics in the long term.

Objectives: the “where to”

Your objectives determine what you want to achieve: increase membership, improve event engagement, and grow brand awareness in your community... Each objective needs to be measurable and time-bound.

For example, in the case of our humanitarian organization, objectives might include increasing donations by 20% in one year, or maybe increasing community engagement through social media by 10%.



Strategies: the “how”

Each objective should have associated strategies: what approach (es) will you use to reach your objective?

For example: Create local partnerships to support the organization’s initiatives, invest in XXX

Tactics: the “what”

Tactics are the tools, the actions, and the operational aspect of strategy: what concrete action needs to be taken tomorrow, to reach our objective at the end of the year?

For example: creating storytelling videos sharing photos with engaging captions...

Key performance indicators and targets: the “how much”

Key performance indicators (KPIs) are used to measure your Clubs progress towards its objectives. These are the metrics to watch, and they are what will ultimately let us know whether or not our strategic plan was effective.

For example:

The target is the number you need to reach to achieve your objective. Example: 20% for the increase in membership, 10% for the growth in engagement.



MISSION					
<i>Ex.: Organize the world's information and make it universally accessible and useful</i>					
OBJECTIVE		OBJECTIVE		OBJECTIVE	
<i>Ex.: Increase membership by 20% in one year</i>					
STRATEGY	STRATEGY	STRATEGY	STRATEGY	STRATEGY	STRATEGY
<i>Ex.: Create local partnerships</i>					
TACTICS	TACTICS	TACTICS	TACTICS	TACTICS	TACTICS
<i>Ex.: Sharing Videos</i>					
KPI AND TARGETS		KPI AND TARGETS		KPI AND TARGETS	
<i>Ex</i>					

