
Your Mission, Amplified

A Strategic Plan Template for Purpose-Driven Growth

Turn vision into action—and action into impact—with a plan built for what matters most: your mission.

You're already changing the world. This template helps you do it with even greater clarity, confidence, and connection.

Use it to align your team, focus your efforts, and unlock the next level of impact—one intentional step at a time.

1. Mission & Vision

Your **“WHY”** starts here.

Mission Statement

What do you do, who do you serve, and why does it matter?

Vision Statement

What future are you working to create?

Core Values

What principles guide your decisions and actions?

2. Current Reality Snapshot

Know where you stand—so you can **GROW WITH PURPOSE.**

Programs & Services Overview:

Key Metrics (donors, revenue, retention, reach, etc.):

Team & Capacity:

Technology & Tools:

QUICK REFLECTION

- What's working well?
- Where are you feeling stretched thin?
- What opportunities are you not yet tapping into?

3. Goals That Move the Mission Forward

Big ambitions welcome. This is where **IMPACT TAKES SHAPE.**

GOAL	WHY IT MATTERS	SUCCESS METRICS

4. Strategic Priorities & Initiatives

Turn **GOALS** into action.

GOAL #1:

Initiative 1: _____

Initiative 2: _____

GOAL #2:

Initiative 1: _____

Initiative 2: _____

GOAL #3:

Initiative 1: _____

Initiative 2: _____

5. Donor & Community Engagement Plan

Stronger relationships = **STRONGER IMPACT.**

Target Audiences:

Engagement Strategies:

Communication Channels:

Retention & Stewardship Plans:

6. Fundraising Strategy

Fuel your mission with sustainable support.

Revenue Goals:

Fundraising Channels:

Campaign Calendar:

Key Messages & Calls to Action:

7. Data, Insights & Decision-Making

Insight changes everything.

What data will you track?

How often will you review it?

How will insights shape your strategy?

KEY METRICS TO CONSIDER:

- Donor retention rate
- Average gift size
- Campaign performance
- Engagement levels

8. Team Alignment & Roles

Your **PEOPLE** power your purpose.

Key roles & responsibilities:

Collaboration plans:

Training or support needs:

9. Timeline & Milestones

MAP your momentum.

QUARTER	KEY MILESTONES	OWNER

10. Measure, Learn, Adapt

A strategic plan isn't static—it grows with you.

How will you evaluate success?

When will you revisit the plan?

How will you adapt based on what you learn?