FAQ for Strategic Planning Needs

By NAM CEO Anne Hindery

Now that it’s time to update your strategic plan, how do you get started?

NAM reached out to our business partners to get their take on the best way to proceed. We found out that RFP’s are a time suck, and several have been burned by that process. Moving to more of a “Request for Qualifications” with an interview process, much like you’d hire an employee may be a more effective way to go.

That said…here’s what we heard:
Invest the time to understand what you want to get out of a strategic planning process. In other words, are you ready?

If it’s been awhile you may want to consider updating your organizations Guidelines and Principles assessments. This will give you a clear understanding of where your organization and help you decide where you want to go.

• Develop a scope of work that clearly outlines what you are interested in accomplishing.
• Share this with some consultants that do this type of work.
• Ask them for nonprofit references and get feedback from some of their other clients.
• Ask for their qualifications to do this work
• Set up some interviews with a few that peak your interest.

As in so much that we do, this work is about building relationships so take the time to make sure you find a good fit. Once you’ve chosen your vendor, now you/they can develop a scope of services to ensure your expectations are met.