

STRATEGIC PLAN

The following checklist of questions will help you create an overall picture of how to establish, structure, and implement a strategic plan. It is intended to assist you in thinking through the key elements of your project. This checklist should give you most of the answers that are needed to develop a comprehensive plan. Upon completion of this questionnaire, please make a disk and hard copy of your strategic plan.

What is the project's mission statement?

Why is there a need for the project?

What is the precise nature of the project?

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Who coordinates the project?

Who are your consultants?

What makes the project unique?

What are the goals and objectives?

What is your support system?

How do you plan to develop your support system?

What will the project develop?

What will the project achieve?

How will the project serve the community?

How will your sponsors benefit from the project?

What is the project patron profile?

Who are the project's opposition?

How will you develop your project, or services?

How will you promote the project's services?

Who is your target-audience, what neighborhood?

How much will you spend on advertising in a typical month?

What are your .spec operating plans?

How much staff will you need?

How much funding will the project need for 2 years of operation?

What will the funding be used for? Give details.

What type of grant funding and sponsorships are you looking for?

Who are some potential sponsors?

Why should they fund the project?

What equipment do you need?

Will you need building space? Give details.

Will the project have volunteers? Explain.

What are the project's strengths?

What are its weaknesses?

When does your fiscal year end?

How much funding will you need?

Do you have:

A. Letters of recommendation?

B. Endorsements?

C. References?

D. Sponsors?

Do you have a faithful audience who will support you on a regular basis?

What percentage do they represent of the overall project?

Give background information on your staff?

What is your primary means of promotion and distribution?

What is your promotion strategy?

How do you set costs, tuition, prices etc.?

What is your present funding situation?

In-kind resources?

Are you aware of any sources for obtaining a grant?

What are some of the funding forecasts that indicate trends are favorable to your specific project?

Is the project seasonal?

Do you depend on special supporters to underwrite the project?

How will your product or service differ from similar products or services?

How will you satisfy your audiences' needs and wants?

Are there any case studies that have been performed that will help you back up your claims to a grant source? Show supporting documents.

Is the life cycle of the project perpetual?

What are the associated frequencies of media coverage?

Who is your project consultant?

Who is your attorney?

Who is your banker?

What type of computers do you need to operate the project?

How many computers do you need?

What kinds of software do you need?

What other equipment or supplies do you need to operate the project?

Will your current project philosophy change in future years?

How? Why?

What is your current service capacity? (In terms of output on a monthly basis?)

Can your current project handle future growth demands?

What is your projected timeline for the starting the project?

What is your wish list?

Next Phase: Media Strategy and Media Plan