



# Prevent Child Abuse Indiana

A Division of The Villages

## Strategic Planning for Prevention Councils

### What is Strategic Planning?

Strategic planning is a process for your council to come together to:

- **Analyze** your organization and the community around you
- **Evaluate** the opportunities for bringing primary prevention to your community
- Confirm your council's **mission** and **vision**
- Work together to identify **key results** that will guide you in determining your success
- Establish **objectives** for obtaining those results

### Why do it?

There are many benefits in having a strategic plan:

- **Member buy-in:** Having a well-thought out plan that is created with input from all council members helps ensure that everyone feels a part of the process. People who help create the plan are less likely to balk at implementing it.
- **Effective Use of Time:** A plan helps you avoid having to “decide how to decide” every time you’re faced with a decision. In essence, you are deciding several important matters ahead of time.
- **Volunteer Recruitment:** Potential volunteers like to know ahead of time what sorts of activities and time commitments will be asked of them. A strategic plan helps your council be specific about volunteer needs, and makes it easier for volunteers to make a good decision. A plan communicates to volunteers that their time is valuable.
- **Community Support:** Foundations, corporations and civic groups feel more confident investing money, volunteer time and other resources in organizations that have a strategic plan.

## **What kind of time commitment is involved in strategic planning?**

We recommend two separate meetings, each about three hours. The meetings should be held about a week apart. The first meeting is a SWOT analysis, where we look at your council's:

- **Strengths**
- **Weaknesses**
- **Opportunities and**
- **Threats**

After the first meeting, the recording secretary will send meeting notes to all Council members.

The second meeting involves analyzing the mission statement, crafting a vision, deciding on key results areas (KRAs) that help guide you in deciding how to live out your mission and vision in your community. We will also decide on specific objectives for each key results area.

Having at least a week between the two meetings is very important to a successful planning process; it gives members time to reflect on the SWOT analysis and to give some thought to ideas to bring to the next meeting.

## **What will it cost us?**

As long as you are a chartered council of Prevent Child Abuse Indiana, there is no charge for this service.

## **Who will conduct the planning sessions?**

Mary Armstrong-Smith, Community Partners Director for Prevent Child Abuse, facilitates strategic planning sessions for councils. Mary has been doing group facilitation for nonprofit organizations for over twenty years.

## **How do we get the ball rolling?**

Call Mary Armstrong-Smith at 317-542-7002 ext. 18. If Indianapolis is long distance for you, please use the toll free Council Contact line: 888-542-7064 ext. 18. You may also email Mary at [msmith.pcain@villages.org](mailto:msmith.pcain@villages.org).