Strategic Planning for Nonprofit Resiliency & Fundraising Success

Soukup
STRATEGIC SOLUTIONS

Strategic Planning

The process by which an organization determines its long-term direction, establishes priorities, sets goals and outlines the actions needed to achieve its mission and vision.

- Organizational assessment
- Develop a shared vision for the future
- Set goals and measurable objectives
- Determine strategy to achieve the goals
- Establish a plan for implementation and measurement of progress

Leading with Confidence

What are the strategies that set apart organizations who lead with confidence through times of uncertainty?

- Integrate risk into a strategic plan
- Foster innovation
- Build resilience into operations

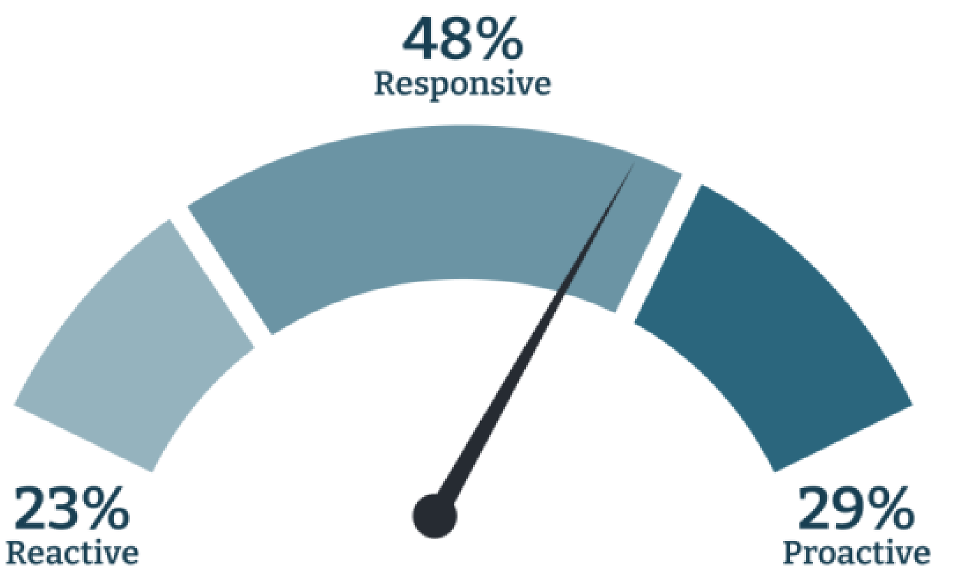
Blackbaud Institute 2025 Study

Risk Readiness: A Report on Leading with Confidence in Uncertain Times
https://institute.blackbaud.com/resources/risk-readiness

Confident organizations embody a prepared mindset, rooted in foresight and a culture of innovation.

By contrast, unprepared organizations tended to be focused on rising costs or operational and staffing challenges.

Cumulative Readiness Scores



Reactive Zone

High concern and lack of preparedness push just over 1 in 5 into this negative zone. They feel less confident.

Responsive Zone

Concerns and preparedness are relatively balanced. They feel secure, with room for growth.

Proactive Zone

Lower concern coupled with feeling prepared push some into the high positive zone. They feel prepared and confident.

Key Findings

Organizational size and budget does not dictate readiness	Highest concern: economy and government policy	Technology sets proactive nonprofits apart
Nonprofits of any size can prepare for uncertainty.	Focus on strategic planning and financial resilience	Upgraded and integrated tech stack

How a Strategic Plan Strengthens Fundraising

- Clearly defines key priorities, long-range goals, and expected impact
- Identifies new strategic partnerships and fundraising opportunities
- Focuses fundraising on impact
- Boosts Board engagement
- Builds donor confidence

Identifies Fundraising Opportunities

The strategic planning process often identifies opportunities for:

- Fulfilling unmet community need for your programs
- New program initiatives
- Capital projects
- Capacity building
- Revenue diversification
- New strategic partnerships
- Campaign planning
- Major gifts and planned giving
- New corporate sponsorship prospects

Proactive vs. Reactive

A strategic plan developed with resiliency in mind helps ensure fundraising efforts are:

- Proactive rather than reactive
- Based on organizational priorities
- Aligned with long-term strategic goals
- Based on expected outcomes
- Generating revenue from a range of sources to minimize risk

Creates a shift from needs-based fundraising to impact-based fundraising for resiliency

Board Engagement

- Strategic planning can inspire Board members to unite around a shared vision that they are excited to bring to fruition.
- Board members can become more effective fundraisers when they understand:
  - Organizational goals
  - Funding need
  - Impact metrics
- Once the plan is approved, key fundraising messages of the organization should be refined to align with the strategic plan and shared with the Board.

Builds Donor Confidence

A resilient strategic plan demonstrates that your organization has:

- Strong leadership
- Clear direction
- Long-term strategy
- Thoughtful resource allocation
- Accountability for results
- Protection against risk

Clearly identifies what donor investments will achieve

THANK YOU

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Support Your Nonprofit Every Step of the Way

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