

STRATEGIC PLAN IMPLEMENTATION WHEN NOTHING IS LIKE YOU PLANNED

Your organization has a strategic plan, but what should you do when the whole world has changed and nothing is like you planned? Follow these steps to re-evaluate and implement your plan – without starting from scratch.

BE AUTHENTIC: Reconnect with your organization's true purpose



- Don't abandon your mission
- Remember your core values
- Reflect on not what you do and how you do it, but WHY
- Ask: What does your organization do better than anyone else?
- Check your toolbox: What resources are available to you?

FOCUS ON TOP LINE GOALS: Focus on your strategic plan's 3-5 main objectives



Don't get overwhelmed by your strategic plan. Focus on your 3-5 main goals/objectives and ask:

- How is this goal relevant in this moment?
- What can we be doing right now to achieve this objective?
- And finally, is this goal a priority? Is it something we can realistically achieve this year?

IDENTIFY NEW ADAPTIVE TACTICS: Create a tactical operations map to evaluate and prioritize your tactics for each top line goal



Use the tactical operations map on the next page or call us for help!



High Gear can help operationalize your plan!

EMBRACE TECHNOLOGY: Consider how your organization can advance its digital maturity in one or more of the following areas: Operations, Programming, Engagement, Communications, and Fundraising



Don't wait for things to "return to normal." During the pandemic, digitally mature organizations outperformed others in the areas of marketing, fundraising, and program management. Organizations that invest in technology now can focus on evolving – not just surviving.

DEEPEN PARTNERSHIPS: Maximize impact by identifying and connecting with partners



An intentional community asset mapping process can help you find the right partners to advance your mission, and will help answer three critical questions for your organization:

- What makes us who we are?
- Who are we already working with in our communities, and how?
- Who else is out there, and how can we connect our work toward shared goals?



High Gear can help with asset mapping.

COMMUNICATE: Bring your stakeholders along for the journey



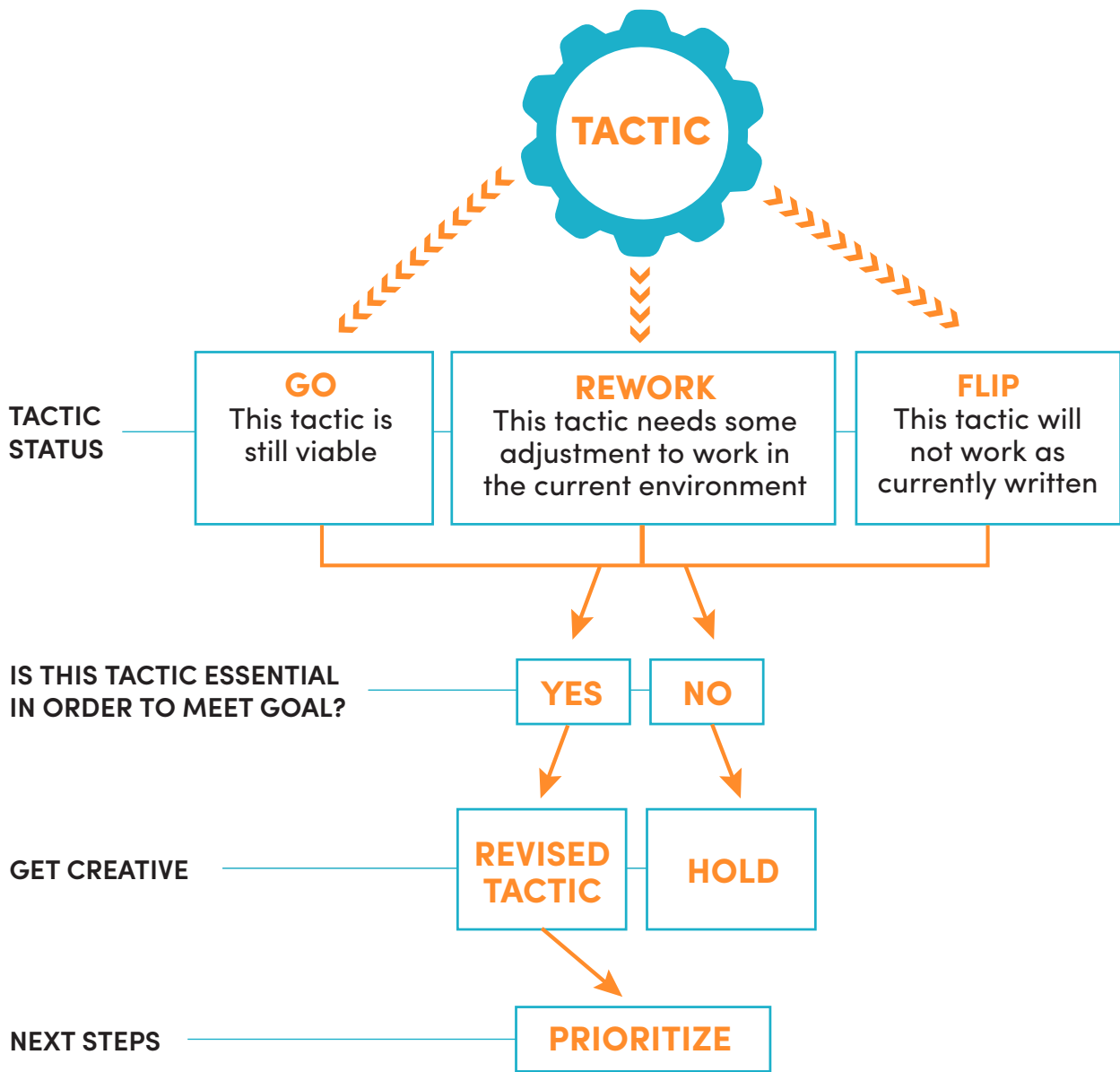
- Don't be afraid to communicate often
- Be honest and real in your communications – talk about your challenges as well as successes
- Give details and explain your priorities
- Don't hide and wait for things to "return to normal."



High Gear can help develop a communications plan.

CREATING YOUR TACTICAL OPERATIONS MAP

TOP LINE GOAL: _____



EXAMPLE

TOP LINE GOAL: Increase individual donations by 10%	REVISED TACTIC	PRIORITY
ORIGINAL TACTIC #1: Upgrade donation webpage	GO: No adjustments needed	Urgent Priority
ORIGINAL TACTIC #2: Ask current donors to host in-person meetings in their homes with potential donors	REWORK: Set up small group and one-on-one video meetings with current and potential donors	High Priority
ORIGINAL TACTIC #3: Develop annual donor appreciation event	FLIP: Enlist volunteers to make personal thank-you calls to donors	Medium Priority