

Short-Term Strategic Planning

This tool for leaders and boards provides a framework for discussion and plan development. As you assess and plan, deploy generative thinking. Here are [sample questions](#) to consider. Begin by seeking God and His Word for guidance. Use this [tool](#) as you pray for discernment. Remember, your Area Director is available to walk you through using this tool.

Consider each category with a 30, 60, 90-day view, recognizing that you may adjust on a daily basis. Use notes from your discussions when planning and for coaching with your Area Director. After discussing each item with your team, also consider which questions you haven't asked.

Finances

1. Review expenses with your board and financial team looking at cash, reserves and assets.
 - a. Will you need to cut costs to preserve cash flow or core programs?
2. Examine impacts on all aspects of revenue (events, fee-for-service, fundraising, in-kind giving, etc).
 - a. Consider what came in last year, what was it used for and who was it from? What can you anticipate receiving again or who do you need to talk with to ask if giving will change? Communicate from a posture of caring for them and seeking their advice.
3. Consider needed adjustments to your existing fundraising plan.
 - a. Will you need to reschedule fundraising events? See this [index for alternative event ideas](#).

Programmatic / Strategic

1. How is the current crisis directly affecting your cause and those you serve? How is your primary program impacted?
 - a. Who do you serve and where are they located?
2. How are you innovating in the delivery of your core program?
 - a. Are there programs or plans which need to be placed on hold?
 - b. How are you thinking about partnering with other nonprofits?
3. How are your champions impacted?
 - a. How can you care for your champions?
 - b. How are champions being equipped to serve in the cause?

Communications

1. Ensure the tone of all communications is based on God's abundance and faithfulness.
 - a. Avoid the language of panic and desperation.
 - b. Include reminders of the biblical language for your cause.
 - c. Giving and asking are good for us. Don't say no for your givers but do consider what would be the next right thing for your champions. It could be a financial gift, or it could be serving, learning, praying, or sharing.
2. Examine your communications calendar. Consider any necessary adjustments.
 - a. Contact a local Area Director for the communications toolkit.
3. Share your Kingdom impact.
 - a. How is your vision and mission unchanged in the midst of crisis?
 - b. Use the tool: [Real-time Case for Support](#) to help orient communication around who you are, the current reality, creative solutions and an invitation for involvement.

