

# Strategic Planning



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## Learning Outcomes

- Explain how strategic planning will help your organization.
- Describe the core elements of a strategic plan.
- Clarify the process of strategic plan.
- Select the best tools and techniques for your situation.
- Ensure that your strategic plan is being implemented.

## Course Level

- Introductory — no suggested prerequisites.

## Certification Credits

- Take the optional final quiz. If you pass with 70% or more, you can download a Campus Certificate of Completion.
- Participation in the course is applicable for 2 points in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.

## Duration

- This course takes about two hours to complete, but you'll have full access to the course for three months. Move through it at your own pace: all at once; in short modules; breeze through once, then come back for a refresher down the road. You're in complete control, so learn at the times and speed that work best for you.

## Price

- \$127 per user\*; 3 months unlimited access.

## Guaranteed

- All courses are fully guaranteed. If you aren't completely satisfied with your course, please just let us know and we'll happily refund the full course fee, no questions asked.

## Free Demo

- Try a free demo version of any Campus course to see how practical, friendly, and fun they are to use.

Approved Provider For



Continuing Education

Visit: [CharityVillageCampus.com](http://CharityVillageCampus.com)  
E-mail: [campus@charityvillage.com](mailto:campus@charityvillage.com)

\* Prices subject to change without notice.

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## Downloadable Resources

- Each Campus course includes a series of downloadable resources, a toolkit of worksheets, checklists, samples, reviews, and additional references that you can take away with you and pull out anytime you need them in the future.

### Resources included in this course:

- What is a strategic plan?
- Who should be involved in your strategic planning?
- Sample vision and mission statements
- Measurable outcomes
- Environmental scan
- Finding and using facilitators
- Sample agenda
- Ten note-taking tips
- Sample strategic plan outline
- Strategic planning report
- Sample SWOT analysis
- Appreciative inquiry
- Scenario planning
- Gap analysis
- Additional references

## System Requirements

- Windows: Windows 98 SE or newer, Microsoft Internet Explorer 5 or Mozilla Firefox web browser, Macromedia Flash Player 7, Windows Media Player 9, broadband (e.g. Cable/DSL) Internet connection (dial-up users, please contact us), minimum screen resolution of 1024x768, sound card and speakers or headphones recommended.
- Macintosh: Mac OS X 10.2 or newer, Apple Safari or Mozilla Firefox web browser, Macromedia Flash Player 7, QuickTime 5, broadband (e.g. Cable/DSL) Internet connection (dial-up users, please contact us), minimum screen resolution of 1024x768, speakers or headphones recommended.

“Wow, that was such fun! The quizzes are fun, and easy to do, well structured - and I love the positive feedback. Very visually appealing. You make it fun to learn.”

– Meg Clarke, consultant, Vancouver, BC

