



## Strategic Planning for Nonprofit Organizations: A Practical Guide for Dynamic Times (Wiley Nonprofit Authority)

By Michael Allison, Jude Kaye

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**The bestselling guide to nonprofit planning, with proven, practical advice**

*Strategic Planning for Nonprofit Organizations* describes a proven method for creating an effective, organized, actionable strategy, tailored to the unique needs of the nonprofit organization. Now in its third edition, this bestselling manual contains new information about the value of plans, specific guidance toward business planning, and additional information about the strategic plan document itself. Real-world case studies illustrate different planning and implementation scenarios and techniques, and the companion website offers templates, tools, and worksheets that streamline the process. The book provides expert insight, describing common misperceptions and pitfalls to avoid, helping readers craft a strategic plan that adheres to the core values of the organization.

A well-honed strategic plan helps nonprofit managers set priorities, and acquire and allocate the resources necessary to achieve their goals. It also provides a framework for handling challenges, and keeps the focus on the organization's priorities. *Strategic Planning for Nonprofit Organizations* is an excellent source of guidance for managers at nonprofits of every size and budget, helping readers to:

- Identify the reasons for planning, and gather information from internal and external stakeholders
- Assess the current situation accurately, and agree on priorities, mission, values, and vision
- Prioritize goals and objectives for the plan, and develop a detailed implementation strategy
- Evaluate and monitor a changing environment, updating roles, goals, and parameters as needed

Different organizations have different needs, processes, resources, and priorities. The one thing they have in common is the need for a no-nonsense approach to planning with practical guidance and a customizable framework. *Strategic Planning for Nonprofit Organizations* takes the fear out of planning, with expert guidance on the nonprofit's most vital management activity.

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### Editorial Review

From the Back Cover

#### CREATE AND IMPLEMENT EFFECTIVE STRATEGIC PLANS WITH THE BESTSELLING NONPROFIT PLANNING GUIDE

Completely revised, updated, and expanded, this comprehensive resource breaks strategic planning into steps to make the process accessible, and provides practical tools and guidance. Real-world insights, planning tips, common misperceptions and pitfalls, and other pointers are illustrated throughout the book.

"*Strategic Planning for Nonprofit Organizations* brings the best thinking on the hows, whys, and whats of strategic planning to our unique world of nonprofit practice. Leaders can use this book as a precision tool to build capacity, manage change, and focus their efforts to develop dramatically more effective organizations."  
—**Sterling Speirn**, President Stupski Foundation, Immediate Past President, W. K. Kellogg Foundation

"As board president of a major arts organization Allison and Kaye's book was an invaluable tool in creating our new strategic plan. Clear, practical, beautifully written and organized, this book became a 'bible' for our board and staff."

—**Pam Cesak**, San Diego Museum of Arts

"*The Joy of Cooking* for nonprofit strategic planning, and now this must-own classic is even better in the new edition."

—**Jan Masaoka**, CEO, CalNonprofits, and author of nonprofit newsletter *Blue Avocado*

"*Strategic Planning for Nonprofit Organizations* is filled with practical wisdom, tools, and case examples drawn from decades of real-world experience. For anyone committed to successful strategic planning, it is essential reading."

—**Katherina M. Rosqueta**, Center for High Impact Philanthropy, University of Pennsylvania

About the Author

**MICHAEL ALLISON** is president of Michael Allison Consulting, an independent consulting practice working with nonprofits and foundations to achieve greater organizational effectiveness in support of progressive social change.

**JUDE KAYE** is an organization development and strategic planning consultant who provides executive coaching for nonprofit managers. A nationally respected trainer, she works with nonprofit agencies on planning, financial management, organizational development, and other areas.

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**Henry Jensen:**

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(Wiley Nonprofit Authority) are different and dependable to be yours. First of all looking at a book is good but it really depends in the content of it which is the content is as scrumptious as food or not. Strategic Planning for Nonprofit Organizations: A Practical Guide for Dynamic Times (Wiley Nonprofit Authority) giving you information deeper including different ways, you can find any book out there but there is no guide that similar with Strategic Planning for Nonprofit Organizations: A Practical Guide for Dynamic Times (Wiley Nonprofit Authority). It gives you thrill looking at journey, its open up your own personal eyes about the thing this happened in the world which is possibly can be happened around you. You can bring everywhere like in recreation area, café, or even in your way home by train. In case you are having difficulties in bringing the paper book maybe the form of Strategic Planning for Nonprofit Organizations: A Practical Guide for Dynamic Times (Wiley Nonprofit Authority) in e-book can be your choice.

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### **Juana Rummel:**

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