



Nonprofit Services & Solutions

Strategic Planning Services

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Service Overview

Strategic Planning

Strategic planning is a process that steers an organization on the path to success. It is the framework that determines where an organization is going over the next year or so; how it's going to get there; and how it will measure its success. More specifically, a basic strategic plan identifies the mission, vision, and values of an organization; the environment within which it operates; its regulatory compliance requirements; goals to work toward achieving the mission, strategies to achieve the goals, and efforts to maintain focus on the organization's overall direction. More advanced strategic planning sessions result in a comprehensive action plan that details steps involved in the plan's implementation. Having a strategic plan increases an organization's effectiveness, efficiency, productivity, and accountability.

Strategic planning drives your team to focus on the future and the commitment that it will take to make the organization a success. It shows those who read it that the organization is committed to a plan of action that will allow the organization to becoming better positioned to effectively serve the community.

Who can benefit from a strategic plan?

- New Organizations
- Organizations that have never conducted a strategic planning session
- Organizations that are considering a change in mission or programming
- Organization's experiencing a change in leadership
- Organizations that have become stagnant

Strategic Plan Services

Strategic Planning Packages


Each Strategic Plan Package Includes:

- Mandate Research (Identifying local, state, and federal regulations)
- SWOT Analysis
- Environmental Analysis (socioeconomic, political, and technical)

Standard Strategic Plan Pkg. (Ideal for Startup or Young Nonprofits)	\$ 719
Standard Strategic Plan w/Business Plan Bundle	\$ 1,199
Advanced Strategic Plan (Ideal for Nonprofits with an Active Board and Strategic Planning Committee)	\$ 2,199
Advanced Plan w/Business Plan Bundle	\$ 2,599

Optional Additions

Board Toolkit	\$ 159
Board Governance Package (Save \$50 by bundling)	\$ 599
PowerPoint Presentation	\$ 99
Board Development Consultation (2 Hour Initial Retainer)	\$ 159



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Frequently Asked Questions

Q. What is strategic planning?

A. Strategic planning refers to a coordinated and systematic process for developing a plan for the overall course and direction of an organization for the purpose of optimizing future potential. The central purpose of this process is to ensure that the course and direction of the organization is well-thought-out, sound and appropriate, and to ensure that the limited resources of the organization are sharply focused in support of the mission. The process encompasses both strategy formulation and implementation.

Q. Why should my organization undertake strategic planning?

A. The primary motive for organizations to do strategic planning is to learn and to make decisions about the future of the organization based on that learning. Some specific reasons include:

- To give the organization better control over external forces.
- To serve as a tool for decision making and resource allocation.
- To bring everyone together in the organization so that they are on the same page.
- To raise board member awareness of current issues and operations.
- To reawaken and motivate key people within the organization.
- To create a document suitable for fundraising and public relations planning.
- To relate organizational capacity to community need.

Q. What are mandates, and why are they important?

A. Formal mandates are requirements enforced by an authority group, including funders and state and federal governments. Mandates require nonprofit organizations to remain in compliance with a variety of regulations. Failure to identify and remain compliant with all mandates may result in your organization losing funding, paying penalties, having its tax exempt status revoked, or being dissolved completely.

Frequently Asked Questions

Q. How long does strategic planning take?

A. The amount of time it takes an organization to complete a strategic plan varies greatly depending on a number of factors, including the size and complexity of the organization, past experience with strategic planning, accessibility of planning data, and time and availability of board and staff. In general, it will take an organization about three to nine months to complete a strategic planning process if they are going at it alone. Working with a nonprofit professional can speed up this process.

Q. When should my organization undertake strategic planning?

A. While there is no right time to do strategic planning, it is usually inadvisable to initiate a strategic planning process if the board is extremely weak, if there are serious internal conflicts, or if top leadership has recently left the organization. There are advantages to doing strategic planning in the early stages of the organization as well as later stages. What will typically differ in the strategic plans is the core focus, strategies, and time span of the plan.

Q. Is strategic planning important for all organizations?

A. Strategic planning is a process that is important for organizations in a variety of situations, including:

- New organizations.
- Organizations that have never conducted a strategic planning session.
- Organizations that would like to add a program or service.
- Organizations experiencing a change in leadership.
- Organizations that have become stagnant.

About Us

O u r M i s s i o n

Founded in 2004 and headquartered in Orlando, FL, CharityNet USA serves as a “one-stop” resource center for startup, small and mid-size nonprofit organizations. Expanding from a one product, one owner company in 2004, to currently offering over thirty products and services and staffing over twenty professionals, CharityNet USA understands what it takes to grow a business from the ground up. Now, we are leaders in the industry, with a satisfied client base of over 25,000 and growing.

Today, nonprofit entrepreneurs looking to start or grow their own organization turn to us for assistance with their business needs. From 501c3 tax exempt services, strategic plan development and grant writing to accounting, web design, marketing and everything in between, we work to get our clients the most out of their organization.

At CharityNet USA, our goal is to help organizations succeed, even after their services are completed. In addition to the featured business services, we offer free tools and resources to provide ongoing support for every client. These include: a web directory, free marketing reviews, a listing of service needs and informational articles and tips; just to name a few.

Our company is all encompassing. We have a proven business model that has fostered annual growth within the organization. We believe our product quality, commitment to excellent customer service and competitive pricing have enabled us to do this, even during a recession. We consistently strive to improve our product line and package structures to better meet the revolving needs of our clients.

Our Brands

Since our founding in 2004, we have discovered the specific attention needed by for profit and other nonprofit and religious organizations. The CharityNet USA brands: BizCentral USA, ChurchNet USA and HelpNet USA, provides individuals in the for-profit and religious sectors with the specialized assistance needed to form successful and sustainable businesses and organizations.

BizCentral USA: A for profit subsidiary of CharityNet USA serving as the nation's number one provider of small business startup services.

ChurchNet USA: A nonprofit subsidiary of CharityNet USA serving as an online church and ministry resource center.

HelpNet USA: An online resource community that brings together individuals and nonprofit organizations, encouraging fellowship and empowerment.