

Planning

Creating a plan is essentially the process of setting out where you want to go and how you intend to get there. In an ideal world, where funding is easily obtainable and capacity is something we have more of, we would all have all the necessary plans in place for all the eventualities we might face... but since it isn't and we don't, we are going to stick explore two plans that we feel are useful and effective.

What's in a plan?

A plan should always include your aims and objectives (what's the difference? we hear you ask...) *aims are general statements about your overall goals or intentions and objectives are the individual stages that we must achieve in order to reach these goals.* A Plan should also include timeframes and lay out how you will measure success.

Why Plan?

To inform beneficiaries, funders and stakeholders, as well as those working within your organisation about which direction your organisation is headed in, why you see a need to go there and how you intend to get there.

A plan allows Trustees, staff and volunteers to make sure they are on track and that it is the same track.

It allows an organisation to:

- Prioritise issues/work
- Track performance
- Monitor progress and impact
- Review and improve policy and practice
- Hold itself to account
- Manage risk

Which Plan?

In a sea of plans – which are the ones that are going to be most effective for your organisation! We have selected two to focus on for our LGBT Organisation Health Check this month;

Strategic Plans

As an internal document, a strategic plan informs all of the work of an organisation moving forward, setting out goals and objectives over set period of time.

As an external document, a strategic plan can be used as a powerful marketing tool to attract and inform investors, funders and partners.

- Check out LGBT Consortiums [Strategic Plan](#) as an example of an external facing plan.
- Check out our [Strategic Plan tool](#) here.

Fundraising Plans

Avoid funding gaps and lessen the constant worry of closure by mixing up the source of income your organisations relays on. As well the traditional grants, can your organisation trade, deliver on contracts, or fundraise in a new way?

- Use our [Income Diversity tool](#) to explore the different types of income you can build into your fundraising plan.
- If you need some inspiration – check out our [Fundraising Types tool](#).
- Then check out the [Fundraising Plan tool](#) to create your own fundraising plan.