



The Nonprofit Strategic Plan Checklist

February 2026

A 1-Page Clarity Tool for Grassroots & Growing Nonprofits

Use this checklist to confirm your nonprofit has the **strategic clarity** funders, boards, and partners expect—without creating a long or overwhelming plan.

Organizational Clarity

(Section 2)

- Mission statement is clear, specific, and current
- Vision statement describes long-term community impact
- Target population is clearly defined (who, where, need)
- Core problem your nonprofit exists to solve is clearly articulated

Strategic Priorities (1–3 Only)

(Section 3)

- 1–3 strategic priorities identified for the next 1–3 years
- Each priority aligns directly with the mission
- Priorities are realistic given current capacity
- Leadership and board understand and support the priorities

Programs & Impact Alignment

(Section 4)

- Core programs are clearly defined (1–3 recommended)
- Each program aligns with at least one strategic priority
- Clear outcomes are defined for each program
- Impact is measured using simple, trackable metrics

Revenue Diversification Strategy

(Section 5)

- At least two funding sources are active or planned
 - Grant strategy aligns with programs and outcomes
 - Individual giving strategy is identified
 - Sponsorships or partnerships are considered where appropriate
 - Revenue strategy is realistic for the organization's stage of growth
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Leadership & Governance

(Section 6)

- Board of Directors is active and engaged
- Board roles and expectations are clearly defined
- Leadership responsibilities are clearly established
- Board meets regularly and achieves quorum
- Governance structure supports strategic priorities

Infrastructure, Compliance & Systems

(Section 7)

- 501(c)(3) status is active and in good standing
- Financial tracking system is in place and used consistently
- Programs, grants, and donors are tracked reliably
- IRS Form 990 filing plan is established and understood
- Core organizational documents are organized and accessible

Success Markers (12–36 Months)

- Revenue goal is clearly defined
- Program growth or impact goal is defined
- Capacity or infrastructure goal is identified
- One key “must-win” outcome is clearly stated

Final Strategic Check

- Strategic plan fits on one page
- Leadership and board can clearly explain the plan
- Mission, programs, funding, and systems are aligned

If you can check most of these boxes, your nonprofit is operating strategically—not reactively.

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Want help turning this checklist into a complete strategic plan?

Download The Nonprofit Founder’s Strategic Planning Guide or join The Nonprofit Academy for step-by-step tools, templates, and coaching.