

Links Inc.

**(Chapter or Area Name)  
Strategic Plan  
2011-2015**



## (Chapter or Area Name) Vision Statement

### *Vision Statement Examples:*

- **Amazon:** Our vision is to be earth's most customer centric company; to build a place where people can come to find and discover anything they might want to buy online.
- **Avon Products:** To be the company that best understands and satisfies the product, service and self-fulfillment needs of women - globally.
- **Kraft Foods:** Helping people around the world eat and live better.
- **Link Chapter:** Chapter will be famously known in the community as an organization of women which exudes love and friendship internally that is transferred to external persons who ,as a result, are positively impacted by the chapter's work in the community in improving the lives of children and adults who, on their own, may not have the means to do so. The sisterhood is effective in its community service as measured by its ability to make a real difference in the lives of the people it serves.

## (Chapter or Area Name) Mission Statement

### *Mission Statement Examples:*

- PANPHA represents over 320 nonprofit providers of long-term care and housing services for 65,000 elderly residents across Pennsylvania. The Association is committed to helping its members provide quality care efficiently and effectively for the individuals and families they serve. In an age of impersonal care, PANPHA members put people before profits.
- "Provide affordable, educational, and outdoor recreational activities in a safe, clean, and inviting environment for people of all ages through sound business and management practices"
- Since its formation, the mission of the Foundation has been to improve the quality of life through a balance between technology and nature.
- The Northland Foundation is a resource for people, businesses, and communities in Northeast Minnesota working toward prosperity through economic and social justice. Our purpose is to strengthen families, grow a sustainable regional economy, cultivate leadership and philanthropy, and foster respect for all. Through our grants to non-profits, loans to local businesses, and other special programs, the Northland Foundation is building a strong foundation for the future of our region.
- To enable delivery of HUD programs, services, and management processes by providing high-quality information, technology solutions and services.

## (Chapter or Area Name) Goals

- **National Priority 1: Deliver and Sustain Transformational Programs** (This area involves designing and conducting programs that are community relevant and have a positive, long-term impact. The community is engaged in the design, implementation and delivery.)
  - Goal 1...
    - Objective 1
      - Strategy 1 (Include names of services and programs)
      - Strategy 2
    - Objective 2
      - Strategy 1
      - Strategy 2
  - Goal 2...
    - Objective 1
      - Strategy 1
      - Strategy 2
    - Objective 2
      - Strategy 1
      - Strategy 2
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## (Chapter or Area Name) Goals

- **National Priority 2: Enhanced Member Services and Engagement** (This area focuses on ensuring that members get what they need, when they need it, in the manner that is appropriate and most effective for their utilization at all levels of the organization. It involves embracing friendship, engaging in training, and communicating effectively.)
  - Goal 1...
    - Objective 1
      - Strategy 1 (include names of services and programs)
      - Strategy 2
    - Objective 2
      - Strategy 1
      - Strategy 2
  - Goal 2...
    - Objective 1
      - Strategy 1
      - Strategy 2
    - Objective 2
      - Strategy 1
      - Strategy 2
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## (Chapter or Area Name) Goals

- **National Priority 3: Fund Development and Fiscal Responsibility** (This area involves ensuring that the organization has adequate resources to support its strategic priorities at all levels. It focuses on transparency, accountability and good stewardship.)
  - Goal 1...
    - Objective 1
      - Strategy 1 (Include names of services and programs)
      - Strategy 2
    - Objective 2
      - Strategy 1
      - Strategy 2
  - Goal 2...
    - Objective 1
      - Strategy 1
      - Strategy 2
    - Objective 2
      - Strategy 1
      - Strategy 2
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## (Chapter or Area Name) Goals

- **National Priority 4: Organizational Assessment and Alignment** (This area involves evaluating all aspects of the organization, including but not limited to membership, leaders, programs, partners, funders, chapters, staff, etc. The data is used to facilitate connecting all aspects of the organization.)
  - Goal 1...
    - Objective 1
      - Strategy 1 ( Include names of services and programs)
      - Strategy 2
    - Objective 2
      - Strategy 1
      - Strategy 2
  - Goal 2...
    - Objective 1
      - Strategy 1
      - Strategy 2
    - Objective 2
      - Strategy 1
      - Strategy 2
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## (Chapter or Area Name) Goals

- **National Priority 5: Leadership Development** (This area involves training leaders at all levels of the organization including chapters, area, and national. Members are prepared to lead within the organization to ensure consistency, continuity and manage intergenerational opportunities.
  - Goal 1...
    - Objective 1
      - Strategy 1 (Include names of services and programs)
      - Strategy 2
    - Objective 2
      - Strategy 1
      - Strategy 2
  - Goal 2...
    - Objective 1
      - Strategy 1
      - Strategy 2
    - Objective 2
      - Strategy 1
      - Strategy 2
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## (Chapter or Area Name) Goals

- **National Priority 6: Promote Links Brand** (This area includes reaching consensus about who we are, what we do and the value we bring. We communicate and collaborate effectively both internally and externally.)
  - Goal 1...
    - Objective 1
      - Strategy 1 (Include names of services and programs)
      - Strategy 2
    - Objective 2
      - Strategy 1
      - Strategy 2
  - Goal 2...
    - Objective 1
      - Strategy 1
      - Strategy 2
    - Objective 2
      - Strategy 1
      - Strategy 2
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## Examples of goals

### Examples of well-constructed performance requirements

- Reduce first term attrition by 10% in the next fiscal year.
- Process our applications( this could be any complete unit of measure) to quality, time and/or resource standards as measured through our XXXX tracking system
- Decrease unit cost of student training by 5% over the FY2005 baseline.
- Improve organizational climate by 2 points over the 2004 baseline survey results.
- Deliver the Financial Readiness Strategic Plan to all affected organizations within 120 days of the release of Secretary's Report

### Examples of poorly constructed performance requirements

- Reduce attrition
- Improve management of our organization's fiscal resources
- Improve morale
- Enhance accountability in FY2006