

Parish Pastoral Planning – An Overview

I. About Planning

Concepts:

- a. Planning as one of three components of development
Planning – Communication – Fund Raising
- b. Planning Paradox
- c. If you fail to plan, you plan to fail.

Principles:

- a. Planning is about identifying priorities
- b. Planning is a tool to build ownership
- c. Planning provides direction and content for effective communication

Results:

- a. Defines organization's mission and names priorities—brings focus to funding needs
- b. Clarifies message to be communicated
- c. Builds ownership with stakeholders
- d. Builds confidence of donors
- e. Encourages accountability
- f. Defines actions of leaders

III. The Planning Process

- A. Data Gathering: (aka Situation Analysis)
 - 1. Demographics
 - 2. Evaluations
 - 3. Needs Assessments
 - 4. SWOT – (strengths/weaknesses/opportunities/threats)
- B. Drafting the Plan
 - 1. Forming a Strategic Planning Committee
 - 2. Reviewing/Writing Mission Statement and Values
 - 3. Naming Priority Goals
 - 4. Developing Task Forces for each Goal
 - 5. Drafting Goals, Objectives, Action Steps by each Task Force
 - 6. Preparing Draft Plan
- C. Consultation on Draft Plan: Mission, Values, Goals, Objectives, Action Steps
- D. Finalizing Plan: Setting Accountability: Responsibility and Timelines
- E. Period Reviews
- F. Annual Reporting

Strategic Plan Outline:

Mission:

- Why we exist
- Seldom changes, but always subject to review
- Everything we do should be consistent with and flow from our mission

Values:

- What we stand for
- Underlying values which we choose to emphasize at this time

Goals:

- What we want to do, are committed to do
- Set long-term direction
- Change infrequently, but always subject to review
- Expand on, flow from mission
- Lead to specific, action-oriented objectives

Objectives:

- How to accomplish our goals
- Consistent with mission
- Flow from and reinforce goals
- Lead to specific programs and activities
- Change more frequently as they are accomplished or circumstances change

Action Steps:

- How objectives will be implemented
- Descriptive of specific programs and activities
- Flow from and reinforce objectives
- Change frequently in plan revision and review

Accountability:

- Who is responsible for particular action steps
- Definite timeline
- Monitored in review meetings