

# Strategic Planning Guide

Why take time planning when you could be “out there” doing?

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Building a movement is spiritual work. And we are trusting God to cause the growth. God is already at work. When we reflect on what resources we have, develop what’s needed, and celebrate growth; then we make God’s plan and His efforts the center of our work.

There are many ways to approach strategic planning. We value working with others to draw on our collective wisdom and encourage ownership. This plan is not set in stone. It should be our guide. And we should let it grow and change as God shows up. Following are definitions of the pieces we’ll need to create our plan using the strategic planning template.

*“I planted, Apollos watered, but God gave the growth...For we are God’s fellow workers. You are God’s field, God’s building.”*

*1 Corinthians 3:6,9*

## 1 Direction

Our first step is to articulate direction. Where are we going?

- Mission - what will we do for whom?
- Vision - what do we aim to see accomplished?
- Values - what principles will we live out?

You can find Destino’s national direction at [destino.org/about/purpose](http://destino.org/about/purpose)

## 2 Current Reality

Knowing where and who we are is a necessary place to start to get us where we want to go. Consider the strengths and weaknesses of the larger environment and of our movement. Be as specific and honest as you can.

- What resources are available to us? (money, club status, partnerships, programs)
- Who is involved? (staff, students, volunteers)

- What is included in our ministry scope? (demographics, number of campuses or people)
- What are specific challenges and advantages of our environment? (spiritual climate, ethnic/cultural values or influences, movement stage)

## 3 Critical Mass

Define “how much of what” it will take to increase our capacity. What will we need to ensure at least two “wins” on our critical path? Maybe we need \$50 for an outreach or to develop a partnership with another Latino club on a campus.

## 4 Critical Path

What specific steps do we need to take now (this school year) to move toward our vision and stay on mission? Choose three areas to focus on in this plan. Broad categories to operate in are Reaching, Discipling, and Sending. What are the current problems keeping us from making progress? On which efforts should we focus (prayer, initiative evangelism, ministry training, overseas mission)? Decide who will do what with which resources when (roles, goals, tools, and time).

## 5 Evaluate & Update

Establish regular times (after events or at the end of quarters/semesters) to evaluate - celebrate and refine - the work. Establish criteria for success for achieving path steps and critical mass. Feel the freedom to adjust the plans and make new ones as situations and resources change.

## 6 Prayers

What are we trusting God for specifically? Establish some goals to pray for throughout the term of the plan.

We have the tools we need to develop our strategic plan. Now, let’s trust God for amazing growth!