



THE HEALTHY EARTH ORG

STRATEGIC PLANNING & PARTNERSHIPS

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FOLLOW ALONG BY SCANNING THE QR CODE BELOW





STRATEGIC PLAN

FRAMEWORK

VISION & MISSION CLARITY

GOAL SETTING

SWOT ANALYSIS



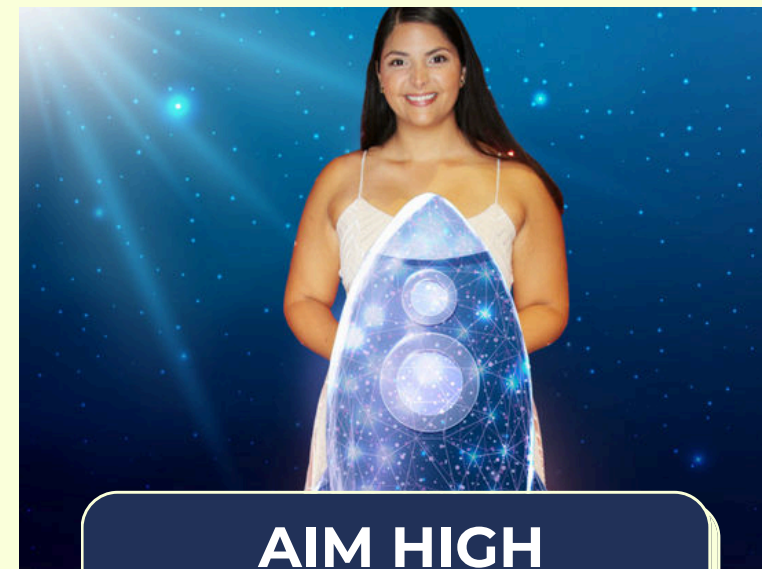
VISION
=
DESTINATION



MISSION
=
PATH YOUR TAKING



KNOW THE NEED



AIM HIGH



An investment in knowledge is the most dividends.
POWERED BY S.T. EDUCATION
Integrating science, technology, climate change, engineering, the arts, and math help develop the kinds of skills that creates collaborative problem-solving.

CLEAR MESSAGE



CONSISTENCY & ADAPTABILITY



GOAL SETTING

S

SPECIFIC - (WHAT , WHY, & HOW)

M

MEASURABLE - (DATA)

A

ACHIEVABLE - (IS IT ATTAINABLE ?)

R

RELEVANT - (ALIGNS WITH VISION)

T

TIME-BOUND - (SET CLEAN DEADLINES)



LAUNCH A FRESH FOOD EDUCATION PROGRAM

S - LAUNCH A PROGRAM TO EDUCATE COMMUNITY MEMBERS ON HOW TO GROW THEIR OWN PRODUCE.

M - CONDUCT 12 WORKSHOPS, REACHING 200 PARTICIPANTS AND KEEP A LOG OF WHO ATTENDED.

A - PARTNER WITH LOCAL MASTER GARDENERS OR NUTRITIONISTS TO LEAD WORKSHOPS.

R - ALIGNS WITH COMMUNITY'S NEED FOR SELF-SUFFICIENCY AND FOOD ACCESS.

T - THIS IS A YEAR LONG PROGRAM, WITH WORKSHOPS HELD EVERY MONTH.

EXAMPLE A



EXPAND VOLUNTEER RECRUITMENT PROGRAM

S - INCREASE VOLUNTEERS BY ENHANCING EFFORTS AND PARTNERSHIPS WITH LOCAL ORGANIZATIONS.

M - GROW VOLUNTEER BASE BY 50%, BRINGING 50 NEW VOLUNTEERS.

A - PARTNER WITH 10 LOCAL BUSINESSES OR COMMUNITY GROUPS THAT HAVE COMMUNITY GIVE BACK PROGRAMS

R - ALIGNS WITH MISSION BY INCREASING MANPOWER.

T - THIS IS A 6 MONTH LONG GOAL THAT WILL BE TRACKED EVERY MONTH.

EXAMPLE B

SWOT ANALYSIS

STRENGTHS

(INTERNAL) WHAT DO YOU DO WELL?

- Passionate staff
- Lots of volunteers
- Strong partnerships
- Great Location

WEAKNESSES

(INTERNAL) WHAT CAN YOU IMPROVE?

- Limited funding sources
- Volunteer retention challenges
- Need stronger marketing strategies
- Overextended staff

OPPORTUNITY

(EXTERNAL) YOUR LEVERAGE !

- More businesses now offer giving back opportunities to their teams
- AI and new technologies can expand your reach and automate some of your work load
- Public health issues or natural disasters can create new sources of funding

THREATS

(EXTERNAL) YOUR RISKS !

- Inflation
- Volunteer and staff burnout
- Natural disasters
- Global pandemic



EFFECTIVE OUTLINE

STRONG PARTNERSHIPS

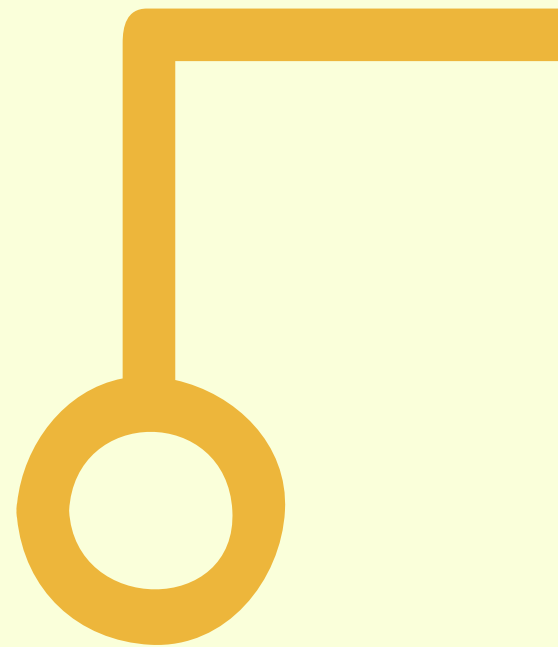
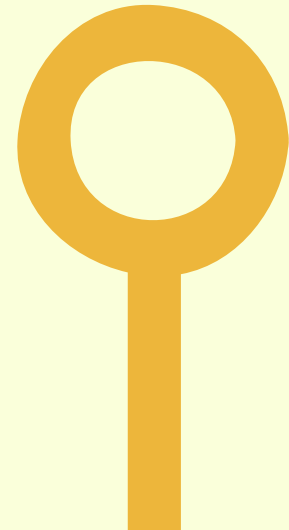
FUNNEL ANALYSIS

SMALL GROUP DISCUSSION

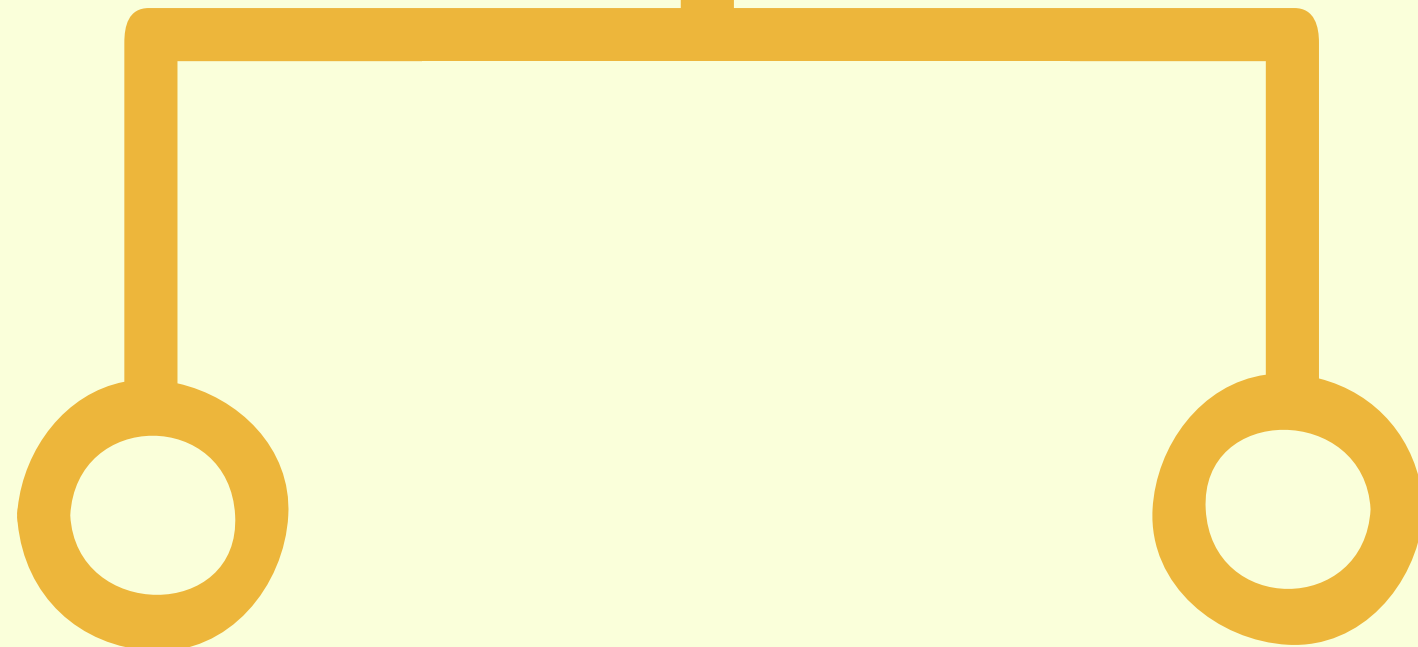
STRONG PARTNERSHIPS



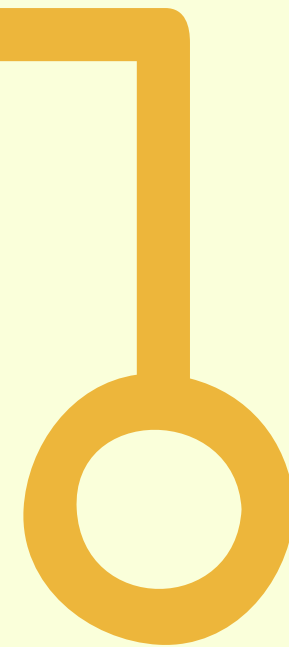
**1. SHARED VISION
& MISSION**



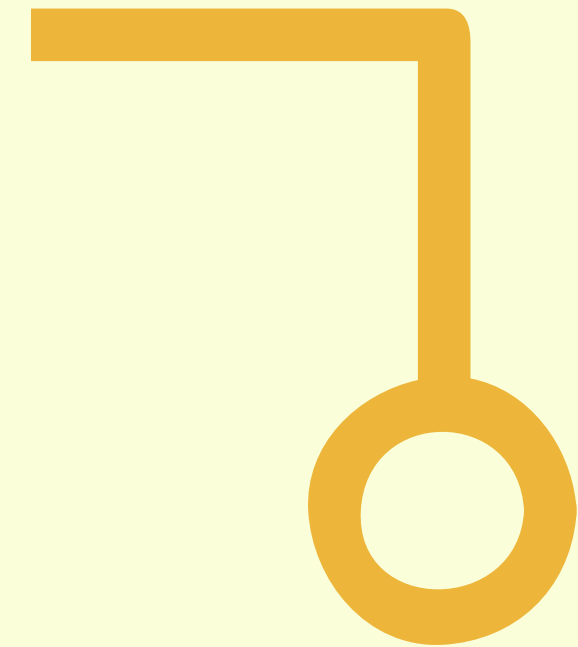
**2. MUTUAL
BENEFITS**



**3. CLEAR ROLES
&
RESPONSIBILITIES**

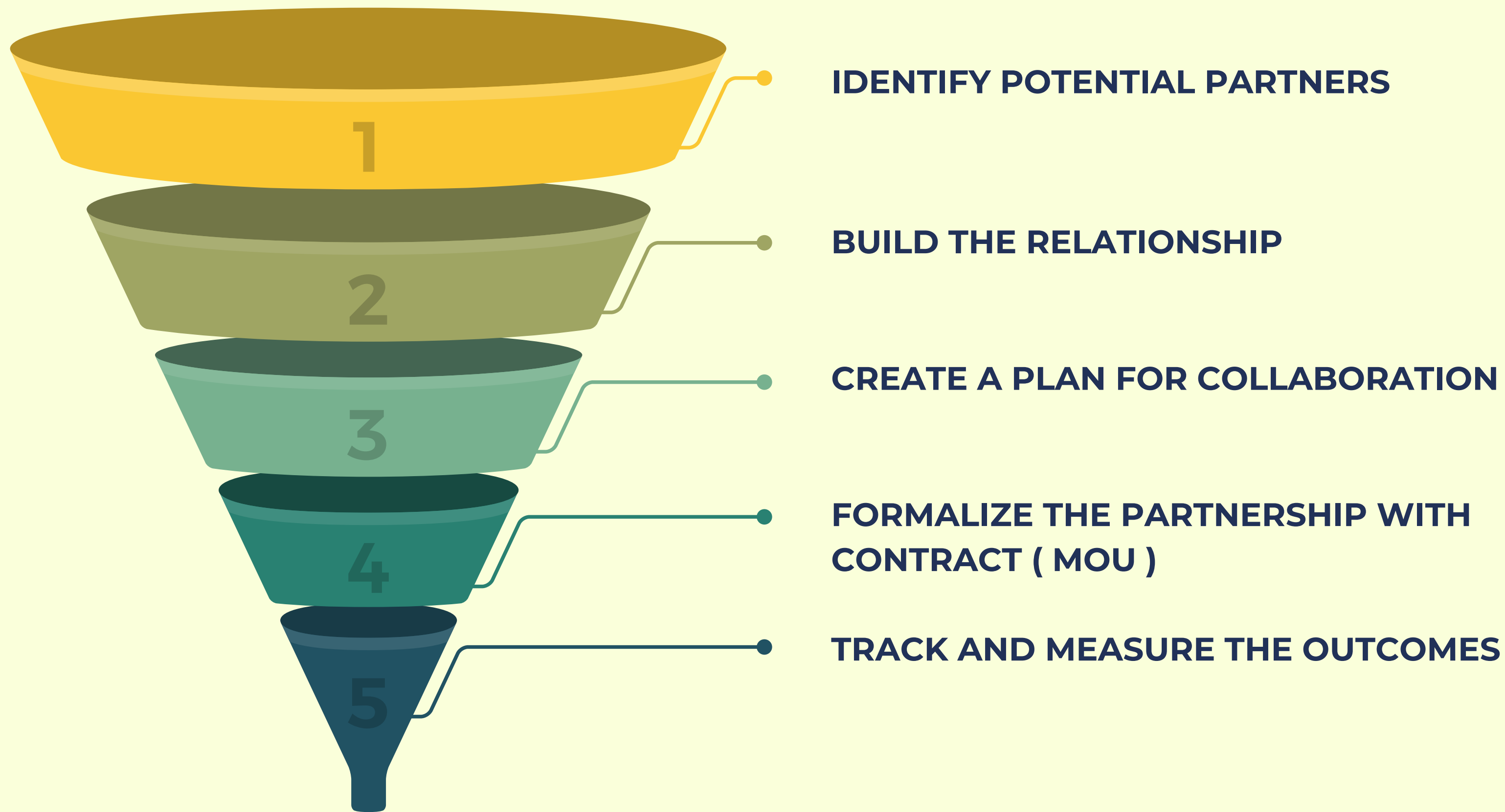


**4. TRANSPARENCY
&
TRUST**



**5. SUSTAINABLE /
ADAPTABLE**

FUNNEL ANALYSIS OF PARTNERSHIPS





OUR PARTNERSHIPS

- **SHARE STRATEGIES THAT HAVE WORKED WELL FOR BUILDING MEANINGFUL CONNECTIONS IN YOUR ORGANIZATION.**
- **WHAT ARE SOME OF YOUR MOST IMPACTFUL PARTNERSHIPS?**
- **WHAT WERE SOME PARTNERSHIPS THAT DIDN'T WORK OUT IN THE PAST AND WHY?**

PLEASE JOIN YOUR SMALL GROUPS



**THANK YOU
FOR BEING PART
OF THIS SESSION!**

