



YOUTH MOVE NATIONAL PRESENTS

# #THINGS2CONSIDER

## Strategic Planning

### How to Develop a Strategic Plan: For Youth-Run Programs and Organizations

This is an engaging brainstorming exercise to get youth members involved in the planning process.

This document describes an activity used by Youth MOVE Miami to encourage youth members to visualize the structure and goals of their organization. With thought and preparation, the results of this exercise can help create a framework for a logic model for your program or organization in the future.

#### STEP ONE

Gather your members and discuss all that you do as an organization. It's helpful to explore each member's reasons for being involved in your organization. Helpful questions to ask:

- Why do you like the organization?
- Why do you attend activities?

**These reasons are key to highlighting your purpose and seeing if it's in line with your mission and vision.** They can even help refine your mission and vision! Furthermore, it can help you obtain key points as to the needs your organization meets for youth in the community.

#### STEP TWO

Gather your supplies — giant Post-it notes, flip-chart paper or a white board, colorful markers — in a big space. List all the activities and services you provide as

an organization. **Really take the time to brainstorm, and make it fun!**

- Put some music on
- Time the session
- Encourage youth to move around, use colors, and spread out across the room

#### STEP THREE

List all the activities and services your organization WANTS to provide. What does your group want to do more of? What projects would you like to start? What goals do you have? **Dream big: If money were no issue, what would you want to do?**

#### STEP FOUR

Divide all the brainstormed ideas into categories. Possible categories could be enrichment activities, stigma reduction, advocacy projects, and youth support. Organizing by [Youth MOVE Chapter Purpose Areas](#) may help! Youth-run organizations and programs often engage in so much, it can become overwhelming to process all that you do. This step outlines and visualizes everything that is currently offered.

#### STEP FIVE

Identify purpose areas (core themes) across the categories. Do a cross-check with your mission and vision. Your purpose areas should align with your mission and vision. Separate the purpose areas on the wall, take all the items, and align them with their corresponding purpose. Youth MOVE National's chapter network's core purpose areas are: recreation and peer networking, community involvement and advocacy,

social marketing and awareness raising, youth voice leadership and development, personal development and empowerment, and peer service delivery.

Take all this information and draw up an organized outline for your plan.

Youth MOVE Miami used this activity to outline its strategic plan by starting with youth's ideas and goals. Once you have completed this activity, it might be easier to identify what your organization or program needs to achieve your goals. Since this exercise involves youth directly, it can be applied to outlining a funding strategy, partnerships, measuring effectiveness, and much more — all while being youth-run!

#### RESOURCES

Here are helpful resources and tools to get your chapter organized:

- [A Step-by-Step Exercise for Creating a Mission Statement](#)
- [A Guide to Rockstar Sustainability](#)
- [Developing a Strategic Plan](#)
- [7 Steps to Creating Your Best Nonprofit Marketing Plan Ever](#)
- [Right on the Money](#)
- [Youth Program Sustainability Videos](#)



words by  
**LYDIA PROULX**