Long Range Planning Questions

Any organization, whether a non-profit business or a non-profit association, is created to achieve specific goals. But as the organization and the environment in which it finds itself change over the years, those goals may change or may need to be changed. Long range planning is a process through which an organization can examine itself and its environment to ensure that it continues to be relevant. A long range plan will concentrate resources on important things. It will guide your association in developing programs and allocating your assets to the areas of best potential.

When developing your plan you need to ask the following questions:

1. Do we need to exist?
2. If so, why?
3. What is our image?
4. What would we like our image to be?
5. What impact have we had?
6. What impact would we like to have?
7. Whom do we serve?
8. What are the needs of our constituents?
9. What do we do?
10. What programs are going to be obsolete?
11. What programs are we going to need to add?
12. How well do we discontinue programs?
13. What are our strengths?
14. What are our weaknesses?
15. What are the threats facing us?
16. What are our opportunities?
17. What trends are taking place that will affect us?
18. Who is our competition?
19. What is our strategic advantage?
20. What is the vision for the group?
21. If you were a business organization
    a. What "business" would you be in?
    b. What would your "products" be?
    c. Who would your customers (market) be?
    d. Who would be your competition?
    e. Why would your product(s) appeal to the customers:
        - Do they need it?
        - Do they want it?
        - Would they pay for it?
    f. Would you be solvent or bankrupt today?
22. What internal environmental factors will impact most directly on the problems, opportunities, strengths, and weaknesses of the association?

23. What external environmental factors will impact most directly on the problems, opportunities, strengths, and weaknesses of the association?

24. Who is responsible for each program and when should the "result" happen or appear?