



## Strategic Planning for Nonprofits: How to Evaluate Your Organization and Plan for the Future

**Friday, October 16, 2015 from 8:30 am to 4:00 pm**  
**UNC Coastal Studies Institute, Room 262, 850 NC Highway 345, Wanchese, NC**

A good strategic plan can transform a nonprofit organization. With a good strategic plan, you can engage your board members, synchronize your programs, prioritize spending, and set realistically ambitious goals that will inspire your donors and volunteers.

This workshop on strategic planning will focus on nonprofit organizations and will be led by **Jeanne Allen of Jeanne Allen Consulting**. We will discuss the key components of a strategic plan, identify essential practices to the planning process, and discuss a variety of practical business tools to help you evaluate your organization. Participants will compare and contrast such tools as the SWOT Analysis, Sustainability Matrix, and Strategy Canvas, and will also review samples of actual strategic plans from real nonprofits in order to gain a better vision of the end result.



Our presenter, Jeanne Allen, is a BoardSource Certified Governance Trainer with 30 years of experience in the nonprofit sector. She is a trainer, speaker, consultant, and advisor to nonprofits on such topics as board development, strategic planning, and social media strategy. She has worked for a variety of local and national nonprofits, including the Girl Scouts USA, Susan G. Komen of NC, and Clean Energy Durham.

As an Instructor with the Duke University Nonprofit Management program, Jeanne teaches classes on succession planning, board governance, volunteers, and, of course, strategic planning. Jeanne is a Newswire Contributor for *Nonprofit Quarterly*, and she is on the Editorial Board for the Nonprofit Technology Network magazine *CHANGE*. Hailing from the Triangle Region of North Carolina, Jeanne is an active leader with the nonprofit tech group NCTech 4 Good.

**Registration is just \$15 for board and staff of OBX charitable nonprofits.**  
**This includes lunch and morning coffee.**

**Space is limited, and advance registration is required. Sign up early to ensure your spot!**  
**Please register online at [www.obcf.org](http://www.obcf.org) by Monday, October 12.**