

Triple Play

Triple Plan Practicum

Nonprofit Strategy, Communications, and Fundraising

Facilitated by Janet Mary Cobb, MA, CFRE, CNP



Walk away with the roadmap to get you to your promised land

- Are you busy putting out fires, running programs, making your mission happen – with little time for planning?
- Do you know you need a strategic plan to guide your organization toward your next level of excellence - but are afraid you can't afford it?
- Do you fear a strategic plan is impractical and a waste of time?
- Do you need time and support to create a workable communication and fundraising plan - but aren't sure where to begin?

What will you accomplish?

- Develop all the key components of a strategic plan and calendar the implementation process.
- Calendar a year-long communications plan.
- Calendar a fundraising plan with clear goals, objectives, and action steps.

Who should attend?

- Executive directors, board members, marketing/comms staff

Investment from organization:

Pre-Session Preparation

- 1-hour remote group meeting to explain process and answer any questions.
- All attendee complete a SWOT/SOAR survey to identify key areas of opportunity and concern and to jumpstart the strategic planning process during the strategy session. (20-30 minutes)

Board Strategy Session

- 6 hours - on site

Post-Strategy Session Follow-up

- 3-4 hours to complete all homework
- 2 hour coaching session with Janet
- Three 1.5-hour virtual follow-up meetings

