



## Strategic Planning for Prevention Councils

### What is Strategic Planning?

Strategic planning is a process for your council to come together to:

- **Analyze** your organization and the community around you
- **Evaluate** the opportunities for bringing primary prevention to your community
- Confirm your council's **mission** and **vision**
- Work together to identify **key results** that will guide you in determining your success
- Establish **objectives** for obtaining those results

### Why do it?

There are many benefits in having a strategic plan:

- **Member buy-in:** Having a well-thought out plan that is created with input from all council members helps ensure that everyone feels a part of the process. People who help create the plan are less likely to balk at implementing it.
- **Effective Use of Time:** A plan helps you avoid having to “decide how to decide” every time you’re faced with a decision. In essence, you are deciding several important matters ahead of time.
- **Volunteer Recruitment:** Potential volunteers like to know ahead of time what sorts of activities and time commitments will be asked of them. A strategic plan helps your council be specific about volunteer needs and makes it easier for volunteers to make a good decision. A plan communicates to volunteers that their time is valuable.
- **Community Support:** Foundations, corporations and civic groups feel more confident investing money, volunteer time and other resources in organizations that have a strategic plan.

## **What kind of time commitment is involved in strategic planning?**

We recommend two separate meetings, each about three hours. The meetings should be held about a week apart. The first meeting is a SWOT analysis, where we look at your council's:

- **S**trengths
- **W**eaknesses
- **O**pportunities and
- **T**hreats

After the first meeting, the recording secretary will send meeting notes to all Council members.

The second meeting involves analyzing the mission statement, crafting a vision, deciding on key results areas (KRAs) that help guide you in deciding how to live out your mission and vision in your community. We will also decide on specific objectives for each key results area.

Having at least a week between the two meetings is very important to a successful planning process; it gives members time to reflect on the SWOT analysis and to give some thought to ideas to bring to the next meeting.

## **What will it cost us?**

As long as you are a chartered council of Prevent Child Abuse Indiana, there is no charge for this service.

## **Who will conduct the planning sessions?**

PCAIN's Council Coordinator facilitates strategic planning sessions for councils.

## **How do we get the ball rolling?**

Call us at 317-775-6439 or email us at [generalinfo.pcain@villages.org](mailto:generalinfo.pcain@villages.org)



## Training Topics Available for Chartered Prevention Councils

*Training sessions are available at no cost to Chartered Prevention Councils.*

**Adding Up the Costs:** The direct and indirect costs of child abuse and neglect are enormous. This session reviews a report from Prevent Child Abuse America that explains the costs and enables you to speak knowledgeably about the economic impact of this issue.

**Nonprofit Basics:** Learn about the requirements for obtaining (and keeping) nonprofit status through the State of Indiana and the federal government. Time can vary, depending on where your Council is in the process.

**Finance for Board Members (AKA “It’s Not Just the Treasurer’s Job!”):** As a board member, it can be difficult to know what is required in keeping financial records. This session covers the basics of record keeping and finance. 60 minutes.

**Board Orientation:** Covers the basics of nonprofit structure and Board member roles and responsibilities. PCA staff person will teach your Council how to conduct an orientation for new members. 90 minutes.

**Volunteer Recruitment:** It can be challenging to find—and keep—volunteers for your Prevention Council. This session will assist you in identifying ways to communicate with potential volunteers as well as methods of keeping people involved. 90 minutes.

**Strategic Planning:** Your Council can identify strengths and weaknesses and use that knowledge to create a sensible strategic plan to guide you in the future. Requires two sessions, three hours each session.

**Talking About Prevention:** This interactive session teaches Council members how to speak knowledgeably about the basics of primary prevention. You will learn how to keep from being derailed by stories and statistics. 30-90 minutes, depending on your needs.

**Each session can be tailored to your Council’s needs.**

**For more information contact us at 317-775-6439**

**email [generalinfo.pcaain@villages.org](mailto:generalinfo.pcaain@villages.org)**



## Ordering Materials

All Chartered Prevention Councils may receive one box of materials at the time you re-charter (100 of each English brochure), and a box of materials (up to 20 packages) for April Awareness Month. If you need Spanish brochures, please let us know by phone or email. There is no charge for these two boxes of materials.

**If you need to order additional brochures**, there is a processing fee of \$3.00 per package (each package contains 50 brochures).

We want to handle your orders as efficiently as possible. Here is how you can help us do that:

- Try to have the same person from your Council place the orders if possible. That helps us keep track of Council orders.
- Please try to use a business address for shipping. Having your order shipped to a business address is considerably less expensive than if we ship to a home address.
- Please order online at [Educational Brochures and Materials - Prevent Child Abuse Indiana \(pcaain.org\)](http://www.pcaain.org/Educational-Brochures-and-Materials-Prevent-Child-Abuse-Indiana)