

Strategic Objectives Worksheet

STRATEGIC OBJECTIVES						
Financial Impact: Revenue generation or cost reduction/avoidance						
Operations Impact: More efficient activities or better delivery of service						
Personnel Impact: Improves culture, communication, leadership, or education of staff						
Social Impact: Improves ability to serve clients - directly moving towards vision						
Risk Factor: Level of effort, scope, criticality of activities affected, or potential for unexpected outcome						
OBJECTIVE 1						
ACTION	DETAIL			OUTCOME		
Purchase	new all-in-one CRM software			to manage new fundraising programs by December 2023.		
Financial	Operations	Personnel	Social	Total	Risk	Strategic Priority
9	9	7	4	29	5	34
Revenue Impact	\$ 50,000	Expenses Impact	\$ 6,000	Net Budget Change	\$ 44,000	
OBJECTIVE 2						
ACTION	DETAIL			OUTCOME		
Create	a donor wealth screening and moves management program			to acquire at least 20 new major donors by February 2024.		
Financial	Operations	Personnel	Social	Total	Risk	Strategic Priority
9	8	6	4	27	3	30
Revenue Impact	\$ 100,000	Expenses Impact	\$ 10,000	Net Budget Change	\$ 90,000	
OBJECTIVE 3						
ACTION	DETAIL			OUTCOME		
Financial	Operations	Personnel	Social	Total	Risk	Strategic Priority
				0		
Revenue Impact	\$ -	Expenses Impact	\$ -	Net Budget Change	\$ -	

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OBJECTIVE 4						
ACTION	DETAIL			OUTCOME		
Financial	Operations	Personnel	Social	Total	Risk	Strategic Priority
				0		
Revenue Impact	\$ -	Expenses Impact	\$ -	Net Budget Change	\$ -	
OBJECTIVE 5						
ACTION	DETAIL			OUTCOME		
Financial	Operations	Personnel	Social	Total	Risk	Strategic Priority
				0		
Revenue Impact	\$ -	Expenses Impact	\$ -	Net Budget Change	\$ -	
OBJECTIVE 6						
ACTION	DETAIL			OUTCOME		
Financial	Operations	Personnel	Social	Total	Risk	Strategic Priority
				0		
Revenue Impact	\$ -	Expenses Impact	\$ -	Net Budget Change	\$ -	
OBJECTIVE 7						
ACTION	DETAIL			OUTCOME		
Financial	Operations	Personnel	Social	Total	Risk	Strategic Priority
				0		
Revenue Impact	\$ -	Expenses Impact	\$ -	Net Budget Change	\$ -	

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OBJECTIVE 8						
ACTION	DETAIL			OUTCOME		
Financial	Operations	Personnel	Social	Total	Risk	Strategic Priority
				0		
Revenue Impact	\$ -	Expenses Impact	\$ -	Net Budget Change	\$ -	
OBJECTIVE 9						
ACTION	DETAIL			OUTCOME		
Financial	Operations	Personnel	Social	Total	Risk	Strategic Priority
				0		
Revenue Impact	\$ -	Expenses Impact	\$ -	Net Budget Change	\$ -	
OBJECTIVE 10						
ACTION	DETAIL			OUTCOME		
Financial	Operations	Personnel	Social	Total	Risk	Strategic Priority
				0		
Revenue Impact	\$ -	Expenses Impact	\$ -	Net Budget Change	\$ -	
OBJECTIVE 11						
ACTION	DETAIL			OUTCOME		
Financial	Operations	Personnel	Social	Total	Risk	Strategic Priority
				0		
Revenue Impact	\$ -	Expenses Impact	\$ -	Net Budget Change	\$ -	

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OBJECTIVE 12						
ACTION	DETAIL			OUTCOME		
Financial	Operations	Personnel	Social	Total	Risk	Strategic Priority
				0		
Revenue Impact	\$ -	Expenses Impact	\$ -	Net Budget Change	\$ -	
OBJECTIVE 13						
ACTION	DETAIL			OUTCOME		
Financial	Operations	Personnel	Social	Total	Risk	Strategic Priority
				0		
Revenue Impact	\$ -	Expenses Impact	\$ -	Net Budget Change	\$ -	
OBJECTIVE 14						
ACTION	DETAIL			OUTCOME		
Financial	Operations	Personnel	Social	Total	Risk	Strategic Priority
				0		
Revenue Impact	\$ -	Expenses Impact	\$ -	Net Budget Change	\$ -	
OBJECTIVE 15						
ACTION	DETAIL			OUTCOME		
Financial	Operations	Personnel	Social	Total	Risk	Strategic Priority
				0		
Revenue Impact	\$ -	Expenses Impact	\$ -	Net Budget Change	\$ -	