

# U.S. Strategic Plan One-Pager Template

## What It Is & Why It Matters

A **Strategic Plan One-Pager** distills your organization's mission, priorities, and path forward into a concise, actionable format. It's not a summary of a lengthy report — it's a **strategic snapshot** that keeps everyone aligned and accountable.

At Atabey Strategies, we help U.S.-based nonprofits, advocacy orgs, and civic leaders move from complexity to clarity. This one-pager is a tool we use in our consulting to turn vision into direction, especially when board members, staff, and funders need a shared understanding of where you're going — and how you'll get there.

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## Template: Strategic Plan One-Pager (U.S.)

Section	Prompt	Example/Tip
<b>Mission</b>	Why do you exist?	One sentence, purpose-driven.
<b>Vision</b>	What future are you working toward?	Be aspirational, not operational.
<b>Core Values</b>	What principles guide your decisions?	3–5 values that reflect culture and ethics.
<b>Strategic Goals (3 Years)</b>	What are your top 3–5 priorities?	Use verbs: “Expand access,” “Strengthen leadership...”
<b>Key Initiatives (This Year)</b>	What programs or actions support those goals?	List 3–5 strategic actions with impact areas.
<b>Target Outcomes</b>	What does success look like?	Focus on mission-aligned, meaningful impact.
<b>Who's Responsible?</b>	Who leads or owns each part?	Helps ensure follow-through.
<b>Timeline Snapshot</b>	Key milestones over next 12–36 months.	Use bullet points or a linear bar.

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## ✓ What Success Looks Like:

- All stakeholders can explain your strategy without reading a report.
- Board and staff use the one-pager to drive meetings and decisions.
- Funder conversations reference shared goals and outcomes.

## ⚠ Common Challenges:

- Jargon-filled, generic goals with no action.
- Created and forgotten in a drawer.

- Strategy designed in isolation by one team or outside consultants.

### Tips to Overcome Challenges:

- **Co-create** the plan with leadership and staff.
- Update quarterly as a living tool.
- Anchor all programs and funding requests to this one-pager.

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### How Atabey Helps:

We guide organizations through participatory planning to ensure this one-pager reflects not just what you do — but *why* you do it and *how* you'll stay mission-aligned as you grow.

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## Canadian Strategic Plan One-Pager Template

### What It Is & Why It Matters

In the Canadian nonprofit and community sector, strategy must reflect more than performance metrics — it must honour **mission, community accountability, and systemic change**.

This **Strategic Plan One-Pager** is a framework that supports registered charities, nonprofit organizations, and Indigenous- or community-led entities in communicating a unified vision. At Atabey Strategies, we use this tool to help Canadian clients translate complex goals into clear, values-rooted strategies that foster trust and guide action.

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### Template: Strategic Plan One-Pager (Canada)

Section	Prompt	Example/Tip
<b>Mission</b>	Why do you exist? Who do you serve?	Community-centered, accessible language.
<b>Vision</b>	What future are you building together?	Grounded in justice, sustainability, or equity.
<b>Guiding Principles / Values</b>	What governs your decisions and partnerships?	Include principles like reconciliation, equity, humility.
<b>Strategic Priorities (3–5)</b>	Where will you focus over the next 3 years?	Avoid jargon — stay grounded in real-world goals.
<b>Key Actions (12–18 months)</b>	What are your most important initiatives or programs?	Connect to both community and funder-facing deliverables.

Section	Prompt	Example/Tip
<b>Community Commitments</b>	What promises are you making to those you serve?	Use language of trust, not just outputs.
<b>Indicators of Impact</b>	How will you know it's working?	Blend quantitative and qualitative indicators.
<b>Leadership &amp; Shared Responsibility</b>	Who is involved?	Acknowledge staff, board, and community partners.

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### **What Success Looks Like:**

- The plan reflects **both accountability and relationships**.
- Community members and funders can both see themselves in your strategy.
- It's referenced regularly to guide decisions and build trust.

### **Common Challenges:**

- Plan created with only senior leadership or consultants.
- Overuse of funder-speak or corporate frameworks.
- Failure to integrate reconciliation, justice, or cultural safety.

### **Tips to Overcome Challenges:**

- Co-develop strategy with **community voice at the table**.
  - Review annually with both board and staff input.
  - Tie every action back to values and equity goals.
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### **How Atabey Helps:**

We support Canadian nonprofits in designing **strategic plans that honour culture, equity, and accountability** — especially for organizations at the intersection of community resilience, policy, and leadership development.