Head start time: Focus on mission and goals

***My Tech Plan***

Sections 1.1 & 1.3 – Mission & Goals…

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One of the very first things you should do with your team is get grounded in your mission and key goals for the organization over the next one to three years. These are NOT technology goals specifically, but the larger organizational goals that were perhaps outlined in your strategic plan or discussed at the annual board meeting.

Use the examples below and the worksheet on the next page to help your team capture the mission and goals of the organization. *Only then* should you start thinking about how technology could help you reach your goals!

**Use the worksheet on the next page to respond to the following questions:**

* **What is your organization’s mission?**
* **What are your organization’s key goals over the next one to three years?**

Examples:

* *Grow size and diversity of our client population*
* *Improve financial stability: Increase earned revenue and diversify funding*
* *Enhance organization’s visibility and establish as a leader in <mission>*
* *Increase staff retention and provide more growth opportunities*
* **How can technology help you reach those goals?**

Examples:

* *Use client database to reduce time spent on manual processes and identify current service gaps; online services to grow reach*
* *Optimize web site to sell/promote services, including mobile version of site*
* *Use communications tools like a blog or social media to further engage supporters and promote our mission*
* *Offer improved technology training, support, and remote access to staff*

***Remember the matrix on page 4 of the four key reasons tech matters to nonprofits?***

*As you look at your goals and potential ways IT can help, which reasons emerge most for you? How could IT help your organization in one of those four ways?*

**** Your Turn: Get Grounded in Mission & Goals

Refer to the examples on the previous page to help you think through your goals. *Only once you have your goals captured* should you think about how technology could help you achieve them.

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| Your mission: |  |
|  |  |  |  |  |
| Key goals in the next 1-3 years to help you achieve that mission *(likely from strategic plan):* |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| How can technology help you achieve the goals above? What are the opportunities? |  |  |  |  |  |  |  |  |