



## Social Change Strategic Plan Worksheet

Use the “If-Then” Approach to think about each section of this worksheet.

Complete this formula for as many resources as the project has:

**IF** you have (asset/resource) , **THEN** you can (do what activity) .

**IF** you carry out the activities, **THEN** you can deliver (Outputs=client benefits) .

**IF** your clients benefit, **THEN** you can achieve (the desired community impact—outcomes (short term goals) & long term goals) .

1. Assets & Resources
  1. What are the program inputs? What resources does the project have or intend to use? (Includes money, staff, curricula, supplies, community support, participants, etc)
2. Activities
  1. What are the intended activities? (What do you plan to actually do to accomplish program goals?)
3. Outputs
  1. What are the intended outputs? What do you hope your activities will result in? (E.g. number and types of clients served, number of policies developed, number of events planned)
4. Outcomes
  1. What are the short-term goals or indicators of progress? What do you hope to accomplish or how do you hope to impact the people or community supported by the project in the short-term? Short-term goals often include changes in someone’s knowledge base or attitude.
  2. What are the intermediate goals? Intermediate goals are often the behavioral change that your project is intended to impact.
5. Goals/Impact
  1. What are the long-term goals? What is the overall, big picture, purpose of the project? What do you want people to take away from this project? What is the “take-away” experience?



# Assets

## Individual Gifts

Description	Comments

## Citizen Based Associations (churches, informal community groups, cultural groups)

Description	Comments

## Local Institutions (formal groups, businesses, schools, colleges, etc.)

Description	Comments

## Resources (money, curricilums, supplies, people, etc.)

Description	Comments





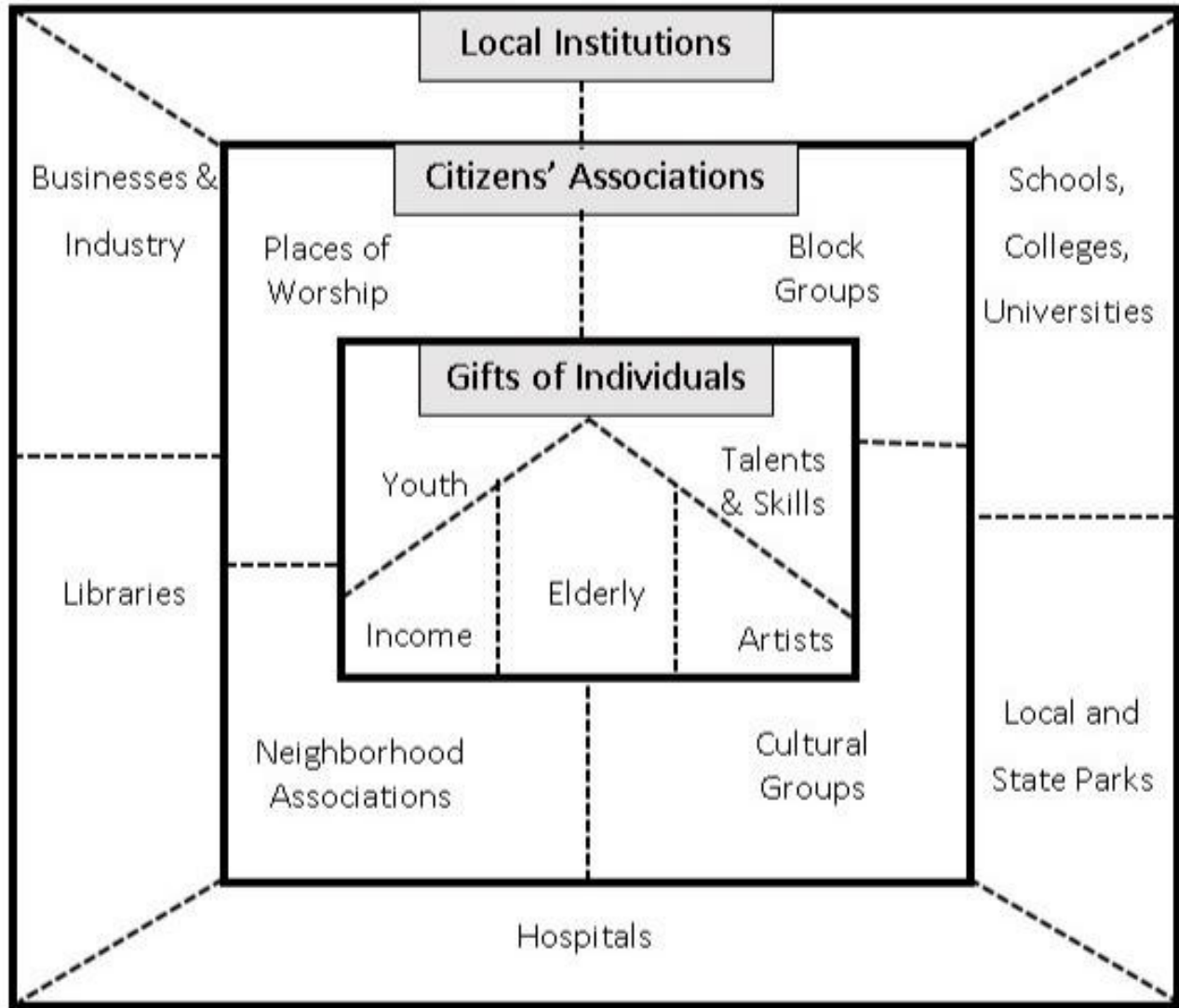




## Long-Term Goals/Impact

Long Term Goal(s)	Outcome Criteria

## Community Asset Map\*



Building Communities from the Inside Out (2nd Edition) by Robert K. Putnam and Lewis M. Kochan



## Strengths, Weaknesses, Opportunities, Threats (SWOT)

Analysis Name of Organization or Project:

<p style="text-align: center;"><u>Strengths</u></p>	<p style="text-align: center;"><u>Weaknesses</u></p>
<p style="text-align: center;"><u>Opportunities</u></p>	<p style="text-align: center;"><u>Threats</u></p>