

**GLOBAL CONNECTIONS, IT'S ONLY MONEY! CONFERENCE
SEPTEMBER 2005**

STRATEGIC PLANNING
(Notes from Workshop B2)

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This session was well attended and there was an obvious need in many agencies for help in this area. In particular, very few agencies included a section on fundraising in their strategic plans.

The progress from Purpose, Values, Vision, Strategic Plan to annual Goals was examined. None of the delegates at this workshop had a statement about fundraising in their Values documents.

Examples of a fundraising plan were given, which included how to make a Case for Support, and Critical Path Analysis.

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