

| minus and tips to  | i now to develop                   | a strategy for                        |
|--|------------------------------------|---------------------------------------|
| political finance ov<br>Please note: There is no stan<br>outline only. | •                                  | – the following is a suggested        |
| Cover page:  |                                    |                                       |
| Organisation name  |                                    |                                       |
| Strategy 20xx-20xx   |                                    |                                       |
| Page one:  |                                    |                                       |
| Our vision:  |                                    |                                       |
| [Short powerful statement of how                                       | you want the world to be]          |                                       |
| Our mission (optional)   |                                    |                                       |
| [Short statement of how you plan                                       | to approach delivery of the vision | ]                                     |
| Background:  |                                    |                                       |
| [Summary of how you came to a beginning, which formed the basis        |                                    | environmental analysis you did at the |
| Pages two to four:   |                                    |                                       |
| Objectives to deliver the vision:                                      |                                    |                                       |
| Objective 1:   | We want                            | We will                               |
|  | •                                  | •                                     |
| Objective 2:   | We want                            | We will                               |
|  | •                                  | •                                     |
| [Ensure objectives are SMART]  |                                    |                                       |
| Page five:   | <u> </u>                           | <u>l</u>                              |

## Page five:

How we will measure success:

| Desired outcomes of objective 1 | Measures / milestones that will demonstrate success |
|---------------------------------|---|
| Etc.                            |   |

Publication date

Your organisation's contact details for further information