

EXAMPLE

Strategic Aims

1. Community Development

Aim: To promote good practice in community development through education and training.

2. Participation and Consultation

Aim: To build and sustain a relationship with our members and their local community which is constructive, effective and mutually valued.

3. Research

Aim: To support research which will contribute to the achievement of the organisation's mission.

4. Campaigning

Aim: To help shape the future of public policy and statutory services.

5. Finance and Resources

Aim: To have an integrated system for the regular planning and reviewing of organisational resources and funding to achieve its aims and objectives.

6. Policy

Aim: To influence public policy, creating a greater awareness and understanding of the role of volunteering in strengthening civil society and building social capital.

7. Members, Volunteers and Staff

Aim: Members, volunteers and staff have the skills and support they need to fulfil the organisation's mission, aims and objectives effectively.

EXAMPLE - Strategic Aims (Rural Community Network)

To articulate the voice of rural communities.

To promote community development and networking in rural communities.

To work towards social inclusion and peace building in rural communities.

To support the building of sustainable rural communities.