

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)

Aim 1	Empowering the voice of rural communities To provide rural people with the skills required to engage effectively with decision makers.
Aim 2	Championing excellence in rural community development practice To promote rural community development practice as an agent for change.
Aim 3	Developing civic leadership in rural communities To promote volunteering and, in particular, focus on encouraging volunteers from the most excluded sectors of rural society.
Aim 4	Actively working towards an equitable and peaceful society To support rural communities in making a contribution towards 'a Shared Future' through community relations and good relations work.
Aim 5	Promoting the sustainable development of rural communities To support rural communities in exploring what sustainable
