

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	<p>Empowering the voice of rural communities To provide rural people with the skills required to engage effectively with decision makers.</p>
Aim 2	<p>Championing excellence in rural community development practice To promote rural community development practice as an agent for change.</p>
Aim 3	<p>Developing civic leadership in rural communities To promote volunteering and, in particular, focus on encouraging volunteers from the most excluded sectors of rural society.</p>
Aim 4	<p>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.</p>
Aim 5	<p>Promoting the sustainable development of rural communities To support rural communities in exploring what sustainable</p>