

**Road Map Planning Worksheet**

**Part 1**

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| **Our Focus and Mission** |
| Where we are now: |  |
|  What’s working well? |  |
|  What’s not working well? |  |
|  What would make the biggest difference? |  |
|  What prevents us from making improvements? (barriers) |  |
| What do we do better than other any other groups in our area? |  |
| Community Needs: The needs of animals in our community now. |  |
| Purpose: Why our organization exists. |  |
| Where do we want to be in 3 (or 5) years? |  |
| Future Focus: Where should we put our effort and attention? |  |
| Current Mission Statement: | *(insert your current mission statement here)* |
|  Accurately captures what we are trying to achieve now. | □ Yes □ No |
|  Explains what we do in a way that inspires other to support it. | □ Yes □ No  |
|  I feel enthusiastic and inspired by our mission. | □ Yes □ No |
| *If you or others answered no to any of these above questions, it is worth revising your mission statement.* |
| Mission Statement Drafts: Need to concisely explain— What you do. Why you do it. How you do it. What sets you apart and inspires others to support your work. |  |
| Revised Mission Statement |  |

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| **Our Goals** |
| What do you need to do to achieve your mission? |  |
| What should you focus on during the course of the next year to move your organization closer to achieving your mission? List your ideas. Place a check mark next to or circle your top 5. |  |
| Goal 1\_\_Specific \_\_Measurable \_\_Achievable \_\_Relevant \_\_Time-bound |  |
| Goal 2\_\_Specific \_\_Measurable \_\_Achievable \_\_Relevant \_\_Time-bound |  |
| Goal 3\_\_Specific \_\_Measurable \_\_Achievable \_\_Relevant \_\_Time-bound |  |
| Goal 4\_\_Specific \_\_Measurable \_\_Achievable \_\_Relevant \_\_Time-bound |  |
| Goal 5\_\_Specific \_\_Measurable \_\_Achievable \_\_Relevant \_\_Time-bound |  |