

Strategic Planning

All organizations can benefit from the introduction of a fresh perspective and new ideas. This effort can extend from analyzing internal functioning to examining strengths and weaknesses in external affairs such as advocacy. Whatever track an organization takes, a well-researched goal results in a good strategy and an improved, more effective operation.

The Sheridan has assisted many organizations in their attempts to improve their effectiveness in the policy arena. With the recent focus on bioterrorism and emergency preparedness, the **Trust for American's Health** felt the opportunity existed to increase funding for the U.S. public health service. The Trust approached The Sheridan Group for guidance on grant applications and strategy for a potential coalition interested in the issue. The Sheridan Group provided direction on the formation of a coalition and a plan for its legislative strategy, which were included in foundation grant proposals.

The Sheridan Group developed a strategic plan for **Housing Works** that involved obtaining federal funding for homeless people with HIV/AIDS. The implementation of this plan on the federal and state level has resulted in Housing Works becoming the largest provider in the world of services to homeless people with HIV/AIDS.

The Carter Center approached The Sheridan Group to design a plan for US assistance in the eradication of polio. The resulting proposal to secure \$100 million over ten years is now being implemented by The Carter Center, Rotary, and coalition of public health organizations.

Other clients who have benefited from The Sheridan Group's experience with strategic planning include **PAX**, an organization dedicated to reducing gun violence among children, **National Council of Jewish Women**, **Common Sense about Kids and Guns**, **Better World Campaign**, and the **American Diabetes Association**.