**United Way of _____**
**Strategic Planning Committee**

**Stakeholder Questions**

Stakeholder being interviewed: _____

Date: _____

1. What does United Way mean to you?
   Why do you or don't you support it?

2. Does our current mission statement properly reflect our purpose and activities? Should it be changed or improved in any ways?
   *(Current Mission Statement:* _____
   _____*))*

3. We are going to create a vision for what our organization would look like ideally, so we are situated to accomplish our mission most effectively. What would you want to include in that kind of vision for the future?

4. What ideas do you have for how we could accomplish our mission more effectively?

5. What do you think are our organization’s strengths and weaknesses? What opportunities do you think we should be aware of in the coming years? What threats or challenges may we want to keep in mind during the coming years?

6. What thoughts do you have on what our most important goals should be for the next three to five years?

7. What ideas do you have on how we can most effectively go about achieving those goals?

8. We are going to explore various methods for assessing our effectiveness. Do you have any suggested criteria we should keep in mind?

9. Anything else you would like to add?

Thank you!