

### WHY DO WE NEED A TIMELINE?

Once you have finished the Strategic Plan (see [How To Create A Strategic Plan](#)), we recommend putting the Actions from the plan into a year-long timeline. Mapping out the timeline helps you see what events, deadlines, and tasks are coming up, so that you can plan adequately for each Action. This helps to plan out the full length of your programs and to think through each step, how long it will take, and who should be responsible. This way, you can also see if there are times there is too much going on and make adjustments to avoid overloading your staff and volunteers.

#### For this exercise, you will need:

- 1 large sheet of paper (annual timeline)
- Markers
- A large table

**Very Important** If no one wants to be responsible for a particular Action that is listed on the timeline, it should be removed. The purpose of mapping a timeline out is so you can see what is feasible for your organization.

### STEP-BY-STEP

1. Draw a chart on the large piece of paper, horizontally from left to right.
2. List the Actions on the left, and the months across the top.
3. For each Action (or project), think about how much time is needed to prepare, and write the steps into the appropriate months.
4. Decide who will be responsible for each Action and label it on the timeline after the task.

### SAMPLE TIMELINE: AIDS EDUCATION ORGANIZATION

ACTIONS	January	February	March	April	May	June	July	August	(Continue through December)
Action 1: Report on Rights Discrimination		Consult with allies and other organizations (Mei)	Map the project (Mei)	Conduct research and interviews (Mei and Kairu)			Create outline (Mei and Kairu)	Begin report writing (Mei)	
Action 2: Legal workshops	Create legal rights manual (Bob)		Legal rights workshop 1 (Bob and Neila)	Follow up with workshop participants (Neila)	Continue follow up with workshop participants (Neila)				
Action 3: Outreach to PLWHA	Party at local community center (Kairu and Bob)	Street outreach (Kairu)	Street outreach (Kairu)	Second party at local community center (Kairu and Bob)	Street outreach (Kairu)	Street outreach (Kairu)	Workshop on living with HIV (Kairu and Bob)	Street outreach (Kairu)	
Action 4: Fundraising		Small dinner for potential donors (Gao)		Deadline for Ford Foundation grant application (Gao)		Ford Foundation grant report due (Gao and Bob)		PLWHA Panel and reception (Mei)	

For more of the Nonprofit Survival Guide, visit:

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