



Rayjon Share Care Strategic Planning 2016-2021— Canadian Organization

PRIORITY	VISION	GOALS & STRATEGIES	TARGETS
<p>Volunteer-Based</p>	<p><i>DYNAMIC</i></p> <p><i>EFFICIENT</i></p> <p><i>ENGAGED</i></p> <p><i>REWARDING</i></p>	<p>Commitment to remaining volunteer-based</p> <p>Improve volunteer recognition, tracking, level of satisfaction</p> <p>Mutually beneficial relationship</p> <p>Reduce load on key overworked volunteers</p> <p>Volunteers able to say “no” and others step up</p> <p>Increase # of young volunteers</p>	<ul style="list-style-type: none"> • 10 active new volunteers annually • Volunteer Coordinator to meet with volunteers annually to assess their skills, priorities • Develop volunteer database • Recruit of specialized skills (ie. web design, marketing, etc.) • Succession plan in plan for key roles • See tactics under “Youth”
<p>Finances</p>	<p><i>RELIABLE</i></p> <p><i>TRANSPARENT</i></p> <p><i>ACCOUNTABLE</i></p> <p><i>DIVERSE</i></p>	<p>Develop and update 5 year financial plan</p> <p>Plans/Backups in place in case of fund interruption and/or emergency</p> <p>Increase fund diversity</p> <p>Engage schools/youth in fundraising</p> <p>Support interaction between fund development and other Rayjon activities</p> <p>Improve financial security, processes, Team</p>	<ul style="list-style-type: none"> • Fund Development Committee to meet regularly • Revise mandate of Fund Development Committee • Reserve built to 1 year of project budget (\$175,000) • 1 new grant per year, 2 new partnerships per year • Promote memorial givings • Create list of existing contacts, plan to approach 3/yr • Work w/Youth Coordinator to plan schedule • Implement CanadaHelps tools in 2016-2017 • Improve communication via chairs, ED, Board • Clarify roles, daily support to Finance Director • Streamline finances

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Outreach	<i>SOCIAL MEDIA PROACTIVE ENGAGING GENDER AWARENESS</i>	<p>Broaden reach via social media</p> <p>Increase # of male awareness trip participants</p> <p>Be strategic, not sporadic</p> <p>Clarify our key messages</p>	<ul style="list-style-type: none"> • Creation of youtube channel, Instagram account • Schedule and strategy for facebook, twitter • Recruit male trip leaders • Explore ways of appealing to male participants • Include objectives, follow up on presentations, visits • Recognize ties between outreach & fund development • Educate • Promote social justice as focus
Strategic	<i>GOAL SETTING CLARITY COMMUNICATION ROLES & RESPONSIBILITIES</i>	<p>Clarity in mission, activities, direction</p> <p>Clarify roles & responsibilities</p> <p>Strategic planning (ongoing)</p> <p>Communicate progress to all Rayjon, community</p> <p>Simplify our message: social justice, awareness</p> <p>Be open to change. Adapt and evolve</p> <p>Focus on partnerships</p>	<ul style="list-style-type: none"> • Clear objectives set for all committees, events, activities • Completion of policy and volunteer manuals and schedule for updates • Present strategic plan to Board • Schedule for follow-up, revision, status reports • Use visuals to show connections (i.e. how different areas of Rayjon relate to one another) • Succession planning as part of all aspects of Rayjon • Identify and pursue partnerships where mission alignment and opportunity for mutual benefit exist
Youth	<i>ACTIVE CONTRIBUTORS SUCCESSION PLANNING</i>	<p>Youth Coordinator as permanent role</p> <p>Recognize barriers to youth engagement</p> <p>Increase youth engagement</p> <p>Provide post-trip support</p> <p>Explore new partnerships with youth groups</p>	<ul style="list-style-type: none"> • Provide support (through ED, CEC, Board) • Make part-time commitments available • CanadaHelps tools for youth fundraising • Work with Youth Coordinator and Trip Leaders to develop specific tasks and roles for youth • Regular involvement in schools, youth organizations • Encourage trip leaders to assign a junior leader • Expand social media/fundraising initiatives to engage trip participants • Provide opportunities for youth to tell their stories