

Strategic Planning Presentation for DOVIA - Fran Baker - January, 2013

Strategic planning...

... is how an organization defines its direction or actions and how it makes decisions on allocating its resources (financial, staff, and volunteers).

... is a process for determining where an organization is going over the next year, or more typically 3 to 5 years (long term) – although some envision to 20 years.

... begins with one of three key questions:

1. "What do we do?"
2. "For whom do we do it?"
3. "What measures success?"

Vision vs. Mission Statements

Many people mistake the vision statement for the mission statement, and sometimes one is simply used as a longer-term version of the other, however:

- *Vision is a descriptive picture* of future state (short statement)
- *Mission is an action statement* for bringing about that vision

The vision will be achieved if the agency is successful in achieving its mission (should fit on back of a business card).

Goals and Objectives

- *Goals* → divide the mission statement into its *big picture* separate ideas or actions.
- *Objectives* → under each goal make measurable statements, which include: what, to whom, how many, and when will it be completed.

Budget

A budget is a numerical listing of all the possibilities you will need to accomplish your objectives.

"Without a budget, a strategic "plan" is only a strategic "dream"!" - Ann Willett, Nonprofit Trainer

Draw - See - Think - Plan

Draw → what is the ideal image or the desired end state of your organization? Make an exhaustive list (20-30 items) of what is you want to happen for your organization. Organize them by similar activities.

See → what is today's situation? What is the gap from ideal and why?

Think → what specific actions must be taken to close the gap between today's situation and the ideal state?

Plan → what resources are required to execute the activities?

DOVIA Mississippi

Compiled Comments from Strategic Planning Meeting – 01/24/2013 @ MMNS

- Follow up on members who don't show up [to meetings]
- Tour everybody's facilities
- Make a booklet or info sheet on each member's organization for the group.
- Plan a joint volunteer appreciation day for all our volunteers to interact.
- Utilize Facebook and Twitter more (multiple responses)
- Create event invites for monthly meetings that we can share with others we know
- Presence on volunteer matching website
- Create volunteer apps for group events
- Explore options for volunteer center in Jackson (Collaborations)
- Expand DOVIA Groups in regions w/current and potential volunteer centers
- Engage more corporations / businesses in volunteering – Invite them to DOVIA
- Create a logo and brochure for DOVIA to recruit members
- Training – “How to be a Volunteer Coordinator”
- Work together w/all DOVIA member volunteers for a pool for special projects
- Managing and ideas for projects for teens
- Big volunteer day event
- Grow volunteer group contact list with organizations
- Grant writing
- Training/discussion re: licensing requirements for volunteers
- Continue efforts for visibility through volunteering in community
- Recruitment/visibility info – coordinate
- Two opportunities each month – give more chances to participate
- 1-2 intensives – GWME, BD development, program on getting the CVA
- Annual “DOVIA Award” – present to winner @ GIVE ceremony?
- Increase membership rolls by 10%
- Increase renewals (members from prior years)
- Increase annual membership dues by \$5
- More social media
- More photo documentation on our progress!
- How to get more diverse groups involved
- Give scholarships? Memberships?
- Collaborate with MCN, Vol. MS, UW, other large organizing groups on a conference
- Time management
- Delineate responsibility
- Good website designers
- Getting our message across
- How to set up a budget
- How to recruit board members
- Qualifications to look for in board members
- How to set priorities

- Friend raising – fun ways
- More on grant writing
- Volunteers – how to recruit, use and reward.
- I really need help using a computer
- How to use all those neat things (like charts) that I see but can't figure out how to use
- Get more males involved
- Get more community guardian vol. coordinator involved
- 9/11 day of service afternoon after volunteer fair
- Focus on recruitment
- Get DOVIA more recognized
- Be more involved
- Create strategic plan for garden
- Get gardeners working together
- Links for community gardens in Jackson
- Get more volunteers to garden
- Learn more tips on managing volunteer programs
- Volunteer recognition
- Volunteer recruitment
- Volunteer training
- Field trips to see other volunteer programs
- FREE ideas for volunteer appreciation
- Entertainment ideas (music, etc) for events
- Work as a group on a direct service project
- Bring in other organizations who deal with disabled citizens and those who work with teens
- Make a significant beneficial contribution of knowledge and connectivity between agencies at the May conference
- Streamline training offerings
- Collaborate with MCN
- Engage NPs in advanced volunteer management
- Help NPs build/create strong volunteer programs to compliment and expand services
- Bring people to the table to unite Jackson's Volunteer Sector
- Help host volunteer generational events to raise awareness – to engage volunteers in Jackson
- Research other successful urban models to build Jackson's Volunteer sector
- Recognize more agencies/volunteers on the website
- Guest bloggers for volunteer management
- More GIVE nominations submitted
- Get a list of everyone's Twitter and Facebook to create a list
- Introduce NPs to DOVIA's benefits
- Volunteer ideas
- Volunteer referrals to others
- Volunteer opportunities posted for members
- Policy and procedures for sharing