

3

YEAR STRATEGIC PLAN



BOYS & GIRLS CLUB
OF CAMDEN COUNTY

2011-2013



Vision Statement

The Boys & Girls Club of Camden County (BGCCC) will be the premier after-school youth service provider for all children in Camden County.

Mission Statement

To enable all young people, especially those who need us most, to reach their full potential as productive, caring and responsible citizens.

Goal One

Improve the image of the BGCCC by developing a communication and marketing plan to highlight our successes in the city and county of Camden. **Group Responsible – Resource Development**

YEAR ONE

- > Identify target audience for strategic and marketing plan for each action step (e.g. recruit donors, board members, volunteers, etc.).
- > Develop "Elevator Speech" card with facts and success stories about BGCCC.
- > Schedule website redesign and keep content fresh and current.

YEAR TWO

- > Identify, develop and exploit viral marketing opportunities in order to effectively and efficiently market BGCCC.

Goal Two

Build a strong, sustainable organization to support our growth in quality and quantity regardless of economic circumstances.

Group Responsible – Resource Development

YEAR ONE

- > Establish and promote ongoing endowment & planned giving campaign.
- > Expand individual donor base and cultivate donors.

YEAR TWO

- > Identify and promote opportunities to network and build relationships with other non-profits and community organizations.

STRATEGIC PLANNING COMMITTEE

CHAIR

Mr. Dean Mazzoni

COMMITTEE

Ms. Susan K. Asbell
 Mr. Steven P. Burkett
 Mr. Andrew Croft
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 Mr. Joseph Salema
 Hon. M. Allan Vogelson

STAFF

Mr. Milford Liss
 Ms. Brandi Johnson
 Ms. Bernadette A. Shanahan

committee



Goal Three

Enhance the quality of our current services to youth and initiate new program services and collaborate with other organizations (non-profit/corporations/foundations). **Group Responsible – Staff & Finance Committee**

YEAR ONE

- > Utilize existing relationships with corporations and foundations to form new partnerships.
- > Develop an evaluation tool/customer satisfaction survey for children and their families and follow-up and respond to feedback.

YEAR TWO

- > Collaborate and form partnerships with other organizations to mutually benefit from funding opportunities.
- > Determine efficacy of programs and follow-up and respond to feedback.

YEAR THREE

- > Generate and expand programs to involve family and community.



Goal Four

Build a committed and engaged board that will support the organization's strategic and financial objectives. **Group Responsible – Board Development Committee**

IMMEDIATELY

- > Implement an evaluation process for existing board members to provide positive feedback and opportunities for improvement.

YEAR ONE

- > Develop and implement a plan for each new and current board member to attend orientation and training (include committee assignments and mentoring program).

YEAR TWO

- > Evaluate the strengths/weakness and leadership skills of each board member with follow-up steps.
- > Develop and implement criteria for consideration of board members to serve on the Executive Committee.



Goal Five

To recruit, train and retain the BEST professional staff who have the capacity, care and motivation to ensure the children we serve receive the academic support necessary to be successful students. **Group Responsible – Executive Staff**

YEAR ONE

- > Create a succession plan for administrative staff by identifying key roles in the organization and conducting a skills/motivation gap analysis.
- > Develop and implement a defined orientation process for all staff.

YEAR TWO

- > Attract middle management that have the capacity and desire to grow into administrative leadership positions.
- > Establish and implement a development tool specific to the individual for continued professional growth and advancement.

