



Background

In the Winter of 2018, the BCOMA board spent a day participating in a strategic planning exercise. The group started by portraying the vision of the BCOMA and engaged in discussion around 2 main goals:

- To achieve a sustainable and diverse funding model
- To retain & grow the volunteer base

Goal #1: Achieve a Sustainable & Diverse Funding Model

The BCOMA currently relies on funding from grants and community partners. While the organization is presently financially stable, work must be done to ensure this stability continues. In order to achieve this goal, the BCOMA board has identified the objectives below and the respective activities we will undertake to accomplish this goal.

Objective #1: Articulating a Need

In order to continue to generate funds, the organization must create tools to articulate the need for funding. The Board will engage in work to create the following:

- Video – a video showing the journey of participants that depicts the impact of the journey, from start to finish. This video will highlight the importance of the programming continuing to enhance the education and skill development of participants
- Elevator pitch – a consistent elevator pitch used by all to explain who we are, what we do, and why we exist
- Partnership Development Plan – a roadmap for strategic partnerships

Objective #2: Diversify Funding

In order to remain financially sustainable, the BCOMA must diversify its funding. The Board will engage in the following:

- Engaging new corporate sponsors
- Intentional grant seeking
- Donor Engagement Plan

Objective #3: Alumni Engagement

Alumni are the best individuals to speak to the impact of the programming. The Board will create the following strategy to engage program Alumni:

- Develop database of Alumni
- Reach out and invite to Alumni events to foster an environment where this happens continuously. Activities to ensure this are:
 - Developing an effective volunteer management system
 - A robust social media presence that volunteers can become ambassadors for
 - Volunteer database and management system

Goal #2: Retain & Grow Volunteer Base

We are a volunteer-run organization. As such, it is a key priority to recruit new volunteers as well as retain our current volunteer base and continue to build capacity so that volunteers continue to take on roles in the organization. The Board will engage in the following to accomplish this goal.

Objective #1: Create awareness, enhance the experience, & ensure diversity among staff & volunteer base

We want to provide an intrinsic incentive for volunteering – we want volunteers to be excited to serve, look forward to coming back, and bring friends with them. We recognize that this is an opportunity for volunteers to also have a journey of their own and build relationships with other volunteers; we want to foster an environment where this happens continuously. Activities to ensure this are:

- Developing an effective volunteer management system
- A robust social media presence that volunteers can become ambassadors for
- Volunteer database and management system