



Sustainable Nonprofit Action Plan for Modern Widows Club

Mission: Modern Widows Club empowers widows to thrive with compassionate support to move through grief to growth.

Vision: A world where every widow is valued as a human being and seen as a vital part of their family, work life and community.

Strategic Priorities

From Learning Module: <i>(Impact Measurement, Financial Management, Risk Management, Telling Your Story, Fundraising)</i>	Stabilize our Organizational Infrastructure (Risk Management/ Financial Management/ Fundraising)	Advancement to Provide Direct Services (Impact Measurement)	Raise Public Awareness (Telling Your Story)
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<p>Strategic Priorities for <i>[Designate Timeframe]</i></p>	<p><u>2023/ Year One:</u> 1. Identify current challenges and opportunities facing our nonprofit business strategy model. 2. Make key decisions to strengthen our organization’s sustainability. 3. Securing key leadership roles would enable the organization to advance in sustainability, strategic planning oversight and gain security for nonprofit operational maximization. 4. Maintain current staff and contractors while adding new staff and contractors necessary to maximize financial and human resources to sustain our organizational impact. 5. Expand BOD</p> <p><u>2024/ Year Two:</u></p> <ol style="list-style-type: none"> 1. Transition Program Director from FT Contract to FT Staff 2. Transition Communications Director from FT Contract to FT Staff 3. Hire Executive Assistant to President and ED (FT Staff) 4. Hire Executive Assistant to Development Director (PT Contract) 5. Hire Human Resources Manager (Consultant) 6. Hire Volunteer Coordinator (PT Contract) 7. Transition Marketing/Public Relations/Social Media Associate position from PT to FT Contract 	<p><u>2023/ Year One:</u></p> <ol style="list-style-type: none"> 1. Expanded language and demographic support: Spanish (launching February 2023) 2. Establish 8 new communities in 2023 <p><u>2024/ Year Two:</u></p> <p>Expanded language, demographic, and regional support:</p> <ol style="list-style-type: none"> 1. LGBTQ+ Virtual Community 2. Second Virtual Community (in Pacific Time) 3. Add 10 new communities in new states/locations 	<p><u>2023/ Year One:</u> Advance our national awareness campaigning while establishing MWC as the forerunner in widow advocacy efforts.</p> <ol style="list-style-type: none"> 1. Increase the lack of widow research to present to grant making foundations and to prove a case for support. Complete Washington University Study and Project; analyze and present data for granting and marketing purposes. 2. Conceptualize pitch for 5-minute promo video and obtain funding for 5-minute promo video. 3. MWC website revision <p><u>2024/ Year Two:</u></p> <ol style="list-style-type: none"> 1. Utilize Washington University findings to approach grant opportunities for MWC. 2. Conceptualize pitch for documentary series for Year 3. Obtain funding for documentary series for Year 3. Work on marketing/ PR plan for documentary series for Year 3. 3. Develop a Widows Coalition in DC to begin focus groups to advance widow advocacy.
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Strategic Objectives: *(Where will we focus our efforts? Be as specific as possible)*

Programs/Products:

2023/ Year One:

1. Human resources and financial resources obtained to sustain our organizational impact. Talent Management.

2024/ Year Two:

1. Human resources and financial resources obtained to sustain our organizational impact. Talent Management.

2023/ Year One:

1. Remove the access barrier for more local widows to find vital in-person community and resources.

2. Remove the barrier for our Spanish language speaking widows to find community and resources.

2024/ Year Two:

1. Remove the barrier for our LGBTQ+ widows to find community and resources.

2. Remove the barrier of access for more local widows to find vital in-person community and resources.

3. Remove the barrier of access for more global widows to find vital virtual communities and resources.

Partner with Dignity Memorial (local marketing & financial support)

2023/ Year One:

1. Key areas to advance widow research are identified with both widows and widowers. Enables us to add widow research data to awareness campaigns. Increases our relationship with universities and research.

2. Enables us to hire filmmakers to produce video production and establish a timeline. Filmmakers hired, video produced and promoted. Attracting new media and stakeholders willing to advance our advocacy and program needs.

3. Revised website will allow us to incorporate accurate and current language positioning MWC as a women's health organization, and to help make the unknown known, for widows coming to us for services as well as partners, collaborators, and funders.

2024/ Year Two:

1. Advances widow research collection and analysis.

2. Build a bigger advocacy model to advance our awareness and advocacy efforts.

3. Advances our national awareness campaigning in DC for policy change with legislative list of interested parties while establishing MWC as the forerunner in widow advocacy efforts.

	<p><u>2023/ Year One:</u></p> <p>1. President transitions to Advocacy and Widow Advancement (FT/ Staff)</p> <p>2. Hire ED – (FT/ Staff) Securing this key leadership role would enable the organization to advance in sustainability, strategic planning oversight and gain security for nonprofit operational maximization. Hired and fully operational leading the organization strategically in its mission effectively and efficiently while maintaining respect and cohesive organizational structure.</p> <p>2. Hire DD – (PT/ Contract) This position incorporates community development, outreach, and fundraising plus management of grant committee/grant writing. Dedicated time for outreach efforts to key corporations, partnerships, and foundation grants/managers to secure sustainable funding would become operational. Currently, time is limited for current staff and contractors to find and secure opportunities for new funding. With this hire and secure annual and 3-year funding through integral corporations, partnerships and grants to advance our mission and vision for empowering widows to thrive. Secured annual and 3-year funding through integral corporations, partnerships and grants to advance our mission and vision for empowering widows to thrive.</p> <p>3. Hire Marketing/ social media (PT Contract)- Improving and pacing with modern social media creation across all platforms as they constantly alter their programs</p>	<p><u>2023/ Year One:</u></p> <p>Financial support from Dignity Memorial or others to:</p> <p>1. Retain 31 existing</p> <p>2. Launch 8 new regional plus</p> <p>3. Launch 1 new virtual community in the U.S.</p> <p>Number of direct services provided to widows in 2023: 250,000</p> <p><u>2024/ Year Two:</u></p> <p>Financial support from Dignity Memorial to launch 2 new virtual communities and 10 new U.S. regional communities</p> <p>Number of direct services provided to widows in 2024: 400,000</p>	<p><u>2023/ Year One:</u></p> <p>1. Key areas to advance widow research are identified with both widows and widowers. Enables us to add widow research data to awareness campaigns. Increases our relationship with universities and research.</p> <p>2. Create a professional 5-minute promo video explaining widow problems, solutions, and real widows' stories of MWC impact. Funding enables us to hire filmmakers to produce video production and establish a timeline.</p> <p>3. Revised website launched Q4 2023.</p> <p><u>2024/ Year Two:</u></p> <p>1. Remove the barrier of not having widow research to back necessary health needs for widowed women. Women's Health Partnerships and Grants received based on health research indicators and evidence from Wash U findings.</p> <p>2. Lack of storytelling around the myth's vs reality for modern widows. The concept was created to pitch to documentary teams with specific stories of importance. Bidding to filmmakers collected. Once funding is found, access to proceeding and creating the first documentary about widowhood in the modern world.</p> <p>3. Advances our national awareness campaigning while establishing MWC</p>
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<p><i>People:</i></p>	<p><u>2023/ Year One:</u></p> <ol style="list-style-type: none"> 1. Transition ED/DD to President of Advocacy and Advancement Position 2. Hire Executive Director (FT Staff) 3. Hire Development Director/Grant Manager (PT Contract) 4. Hire Marketing/Public 5. Relations/Social Media Associate (PT Contract) 6. Transition Graphic Design position from PT to FT Contract 7. Expand Board of Directors <p><u>2024/ Year Two:</u></p> <ol style="list-style-type: none"> 1. Transition Program Director from FT Contract to FT Staff 2. Transition Communications Director from FT Contract to FT Staff 3. Hire Executive Assistant to President and ED (FT Staff) 4. Hire Executive Assistant to Development Director (PT Contract) 5. Hire Human Resources Manager (Consultant) 6. Hire Volunteer Coordinator (PT Contract) 7. Transition Marketing/Public Relations/Social Media Associate position from PT to FT Contract 	<p><u>2023/ Year One:</u></p> <ol style="list-style-type: none"> 1. Trainers to train 2 or 3 Spanish speaking and 5 virtual community leaders to fulfill duties and attendance is increasing monthly by 20% <p><u>2024/ Year Two:</u></p> <p>.</p> <ol style="list-style-type: none"> 1, 2, and 3- Trainers to train 2 minimum community advocates for each community launched. 	<p><u>2023/ Year One:</u></p> <p>Engaging the creativity of President of Advocacy and Advancement with</p> <ul style="list-style-type: none"> • Executive Director • Program Director • Communications Director • Project Manager • Creative team • Writer(s) • Location scout • Videographers/video editors <p><u>2024/ Year Two:</u></p> <ul style="list-style-type: none"> • Development Director/Grant Manager • Data Analyst • President • Executive Director • Development Director/Grant Manager • Communications Director • Marketing Associate
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<p>Accountability <i>(Who will be accountable for seeing these priorities are implemented?)</i></p>	<p><u>2023/ Year One:</u> Executive Director Development Director BOD</p> <p><u>2024/ Year Two:</u> Executive Director Development Director BOD Volunteer Coordinator Program Director Communications Director</p>	<p><u>2023/ Year One:</u> Executive Director Development Director BOD Program Director Program Support Manager Volunteer Advocates</p> <p><u>2024/ Year Two:</u> Program Director Program Support Manager Community & Financial Outreach Volunteer Advocates</p>	<p><u>2023/ Year One:</u> Executive Director Development Director BOD Communications Director Graphic Design</p> <p><u>2024/ Year Two:</u> Executive Director Development Director BOD Communications Director Graphic Design</p>
<p>Timeline for Implementation <i>(What key strategic dates or timeframes can you set?)</i></p>	<p><u>2023/ Year One:</u> Beginning 2023 and throughout based on funding opportunities.</p> <p><u>2024/ Year Two:</u> Beginning 2024 and throughout based on funding opportunities.</p>	<p><u>2023/ Year One:</u> Beginning 2023, based on implementation of leadership training of volunteers.</p> <p><u>2024/ Year Two:</u> Beginning 2024, based on implementation of leadership training of volunteers.</p>	<p><u>2023/ Year One:</u> Mid through End of 2023.</p> <p><u>2024/ Year Two:</u> Mid through End of 2024.</p>
<p>Communications Plan to Internal Stakeholders <i>(Board, staff, volunteers, etc. - Be as specific as possible with methods and schedules.)</i></p>	<p>Capital Campaign goals review with BOD, HQ team, nonprofit consultants primarily, secondarily with key community advocates/ leaders.</p>	<p>Capital Campaign goals review with BOD, HQ team, nonprofit consultants primarily, secondarily with key community advocates/ leaders.</p>	<p>Capital Campaign goals review with BOD, HQ team, nonprofit consultants primarily, secondarily with key community advocates/ leaders.</p>
<p>Communications Plan for External Stakeholders <i>(Be as specific as possible with methods and schedules.)</i></p>	<p>Via our internal newsletter monthly and then via social media monthly when fully operational.</p>	<p>Via our internal newsletter monthly and then via social media monthly when fully operational.</p>	<p>Via our internal newsletter monthly and then via social media monthly when fully operational.</p>
<p>Today's Date</p>	<p>1/16/23</p>		
<p>Today's Team</p>	<p>Carolyn Moor/ Lyn Kienholz/ Laurie Rich</p>		
<p>Next Review Date</p>	<p>1/16/24</p>		