

**LEAGUE OF DREAMS STRATEGIC PLANNING  
PRIORITIES FOR 2020-22  
Approved 5/19/2020**

**Draft Priorities Developed at November 19, 2019 Board Meeting:**

- 1. Recruit more team coaches who understand the population we serve, are familiar with LOD and who are reliable**
  - Create an ad-hoc committee of parents / coaches to help develop strategies for this priority
  - Approach Special Education programs to see if we can get coaches
  - Ask current coaches to consider coaching more teams and/or help recruit other coaches from the community
- 2. Continue to diversify our funding outreach to companies that other nonprofits may not be reaching / companies that focus on sports / special needs-**
  - Create a LOD Fundraising Committee to help raise non-event funds
  - Develop a priority target list of individuals / companies / grants that have a connection to LOD's mission / parents - Jenee
  - Increase sponsorships for existing events – the more sponsors we generate for events the less we have to worry about attendance at those events
  - More help with Give Big Kern - Tabatha
  - Research a professional fundraiser down the road to see cost benefit of doing this
- 3. Look at events to ensure they are unique (do not compete with other nonprofit events) and give us the biggest bang for our time**
  - Board agreed that we should enhance our current events as they are successful
    - Autism on the Run is a challenge in terms of raising enough sponsorships, staff time it takes, etc.
  - Prince & Princess Ball / Dance that would include our athletes-
  - Adult Easter Egg Hunt fundraiser?
- 4. Strengthen the partnerships with local Parks & Recreation Departments to see what they can do for LOD**
- 5. Restructure our Divisions to possibly create more teams and recruit athletes to fill those teams**
  - Create an ad-hoc committee to research this and make recommendations to the board for consideration
- 6. Research and possibly add additional programs / services for our athletes**
  - Expand the ages that we serve to accommodate our older athletes (e.g. up to age 25)
  - See if we want to add another sport (e.g. Fencing)

**PRIORITY NEEDS**

- Shade cover Abilities Field (check with CARE Foundation)
- Cargo van with LOD wrap to transport equipment (approach companies with fleets or rental car companies). Need to determine the best size to get that is most practical.

## PAST STRATEGIC PLANNING EFFORTS 2017-2019

### GOAL# 1: Increase & diversify funding for the League of Dreams to expand the number of athletes and sports

#### Strategies:

- 1) Establish a LOD fundraising committee to assist Jessica in obtaining the sponsorships and funding needed to support our efforts – **Done for each event. Still need to create a LOD fundraising committee for the program \$ but each event has a committee that raises \$.**
  - a. Should be small but comprised of members with influence who are involved with LOD
  - b. Develop a plan for special events for the next 2 years – review current events and suggest new events. This committee should recommend 1-2 new events each year that are unique and have high potential for raising funds.
  - c. Identify a list of high-potential donors
  - d. Identify possible partnerships that can increase revenue for LOD **Have made progress with Terrio staff now more involved in tryouts. Also Terrio allows employees to give through payroll deduction to LOD.**
- 2) Committee to identify potential sports figures / ambassadors and how they can best be utilized to support LOD (e.g. bring people to the Gala, speakers at events, bring in \$ for LOD from their teams / teammates) – **Focused on local athletes as opposed to famous people this year (CSUB baseball team, men’s water polo teams, Centennial girls Basketball).**
- 3) Focus the Gala on the work of LOD and honoring parents and athletes instead of trying to secure a sports figure / speaker. Celebrate the impact of LOD on families. **Done. Video is being created to show at the event, family speakers and we are in the process of doing a series of videos featuring our athletes and volunteers.**
- 4) Utilize the power of social media to promote LOD and ask for funding. Develop a relationship with local media to help produce PSA’s, etc.
  - a. Ask KERO / Tim Callahan to schedule LOD for their “Made in Kern County” segment **Not done. KGET no longer airs this segment.**
  - b. KGET to produce a PSA for the Gala? **KGET has agreed to produce a PSA video for the Gala.**
- 5) Develop a list of possible volunteers from the community that could help serve as fundraising ambassadors (make phone calls, speak on behalf of LOD, send out letters, do cold calls, etc.). Consider parents of athletes as possible committee members. – **Not Accomplished. Will be a priority for 2019-22.**

## **GOAL# 2: Update communication / marketing materials with the goal of increasing sponsorships / community support / volunteers**

### **Strategies:**

- 1) Update LOD communications tools to increase interest in LOD (focus on social media and non-traditional forms of communications such as the power of video) – **Done. Updated sponsor packets, video and social media outreach. Will continue to be ongoing in 2019-22.**
- 2) Update the LOD videos by Spring 2017 to be used to generate interest (Jessica & Steve) **Done and currently creating new athlete / volunteer profile videos.**
  - a. Develop a series of videos that also feature each sport on their own – **Done for existing sports.**
  - b. Develop a volunteer video that is aimed at recruitment and training of LOD **volunteers – Included** video profiles in videos, but will do more in 2019-22.
- 3) Reach out to BC and CSUB sports teams to have athletes participate in LOD, especially opening days for each sport – **Done. CSUB was the opening day for baseball and we continue to see increased interest from sports teams.**
- 4) Recruit a small number of LOD athletes / parents who can be LOD speakers for Gala and other public events. No one can tell the LOD story better than our athletes and parents. – **Done.**
- 5) Re-engage TERRIO staff and volunteers who may not be aware of all that LOD has become over the past couple of years (Jenee & Wendi) - **Done and ongoing.**

## **GOAL# 3: Secure board members and staff (as needed) with the expertise, passion and time needed to help LOD meet our growth and strategic objectives on an ongoing basis.**

- 1) Recruit 2-3 new board members with the time, energy and passion to help LOD meet its strategic objectives **Done- have room for 1 additional member per bylaws.**

### **Other Action Items**

- 1) Board to develop a registration fee and related communications to parents explaining the reason behind the fee. **Complete. This was received very well by parents.**
- 2) Further develop the relationship with Kern Dance Alliance to expand LOD into dance **Complete and dance has become one of our signature programs.**