



Pure Ballroom Inc.

2020-2022 Strategic Plan Framework



OUR MISSION: TO EMPOWER STUDENTS THROUGH EDUCATION, ENGAGEMENT AND MOTION

OUR VISION: ENCOURAGE PERSONAL GROWTH AND DEVELOPMENT IN YOUTH SO THEY CAN THRIVE IN LIFE

OUR VALUES: PEOPLE CENTERED – COMMITMENT – COLLABORATION – GROWTH – HEALTH & WELLNESS – INNOVATION – LEADERSHIP

Goals	Six Months	One Year	Two Years
FUNDING & SUSTAINABILITY	<ul style="list-style-type: none"> Create donor management system and build donor base Execute small scale fundraisers Apply for grant funding for large projects Apply for mini grants to support new classrooms 	<ul style="list-style-type: none"> Start to integrate fee for service model in schools Apply for mini grants to support new classrooms Reach out to corporations for sponsorships and donations Apply for grant funding for program supplies Execute medium scale fundraisers Continue building donor base 	<ul style="list-style-type: none"> Integrate fee for service model across all schools Apply for mini grants for new programs Execute large scale fundraiser Continue building donor base Partner with corporations to sponsor classrooms in their area Partner with schools on fundraising efforts
EVALUATION	<ul style="list-style-type: none"> Adjust evaluation tools based on feedback from stakeholders 	<ul style="list-style-type: none"> Create a quality plan and have an expert review and adjust accordingly 	<ul style="list-style-type: none"> Bring in a consultant to review all aspects of the organization
TRAINING & DEVELOPMENT	<ul style="list-style-type: none"> Create onboarding process and training protocols Create curriculum that addresses social distancing and virtual classrooms Update current curriculum to reflect survey feedback 	<ul style="list-style-type: none"> Onboard two new teaching artists for yearlong training and mentoring Board trainings to increase knowledge and growth among members Copyright curricula 	<ul style="list-style-type: none"> Evaluate organizational capacity and the ability to slowly expand programming to new schools and districts
STANDARDS	<ul style="list-style-type: none"> Define board standards Define organization standards Define program standards 	<ul style="list-style-type: none"> Evaluate if the board meets standards and seek new members if needed Evaluate if organization and program standards are being adhered to or if adjustments need to be made 	<ul style="list-style-type: none"> Adopt new standards as organization and programs grow and expand
BRANDING	<ul style="list-style-type: none"> Build awareness of our mission through social media and virtual outlets 	<ul style="list-style-type: none"> Create marketing tools virtually and in print 	<ul style="list-style-type: none"> Create a full marketing plan