



RESTORING
BROKEN
LIVES

TEEN CHALLENGE

Strategic Plan
2018 - 2021

STRATEGIC DIRECTIONS TEEN CHALLENGE: 2018 - 2021



GOAL #1 : ENHANCE FINANCES TO MAINTAIN DAILY OPERATIONS AS WELL AS PLAN FOR ORGANIZATIONAL GROWTH, CURRENT AND FUTURE CAPITAL NEEDS

OBJECTIVES:

BOARD -

- 100% of the Board will financially support the organization through the Annual Giving Campaign and also participate in major fund-raising events throughout the year
- The Board Chair will establish all Board Committees appoint a Board Member to Chair the Annual Giving Campaign; with the CEO set a stretch goal to increase annual donated support
- Board Members will assist CEO with solicitation and identification of corporations and individuals to financially support the organization
- Board Chair, Treasurer and Finance Committee Chair will assist CEO in the development of a 2018 budget and 2018 – 2021 fiscal projection; CEO will present for full Board Approval

STAFF -

- 100% of the staff will financially support the organization
- CEO will hire Development Director prior to the end of 2017
- CEO will assist Development Director with the implementation of the Teen Challenge Financial Development Plan 2018 – 2021 and where required, staff participation will occur
- Teen Challenge Financial Development Plan will be implemented as follows: 2018 = Annual Giving Campaign; full Board/Staff/Community/Corporate participation; Needs Assessment for Grants; Continued and expanded Special Events; Establish a Memorial and Tribute Program
- CEO will establish the COO position to be filled by fiscal year: 2020 – Consideration given to: Volunteer & Community Relations Manager; Office Administrator/Clerical; Program/Project Director



**INCREASE
FINANCIAL
SUPPORT**

**GOAL #2: ENHANCE ALL MARKETING, MEDIA AND PUBLIC RELATIONS EFFORTS
TO CREATE AWARENESS WITHIN THE COMMUNITY, REGIONALLY AND NATIONALLY**



**INCREASE
MISSION
AWARENESS**

OBJECTIVES:

BOARD –

- Board Members will initiate community activities that raise awareness of Teen Challenge, it's mission, programs and projects
- The Board Chair will appoint a Marketing/Public Relations Committee whose members have expertise in related fields
- Board Members will use all appropriate social media to support and promote awareness of the organization

STAFF –

- The CEO will work with the Development Director, Marketing, Public Relations staff to develop a Marketing / Communications Plan prior to the end of 2017
- A Development Director will be hired
- A Marketing/Communications Plan will be developed to include Standards and Policies, Demographics, Target Markets
- Marketing Materials will be developed for the Board to share with appropriate corporations, organizations and individuals to promote the organization

GOAL #3: TO EXPAND THE BOARD AND STAFF SIZE TO PROVIDE LEADERSHIP FOR THE CURRENT ORGANIZATION AND FOR THE FUTURE OBJECTIVES -



ORGANIZATIONAL LEADERSHIP

BOARD:

- Board assessment and profile of potential new members completed prior to end of 2017
- Board will increase to 30 members based on board recruitment profile
- Board will establish full working committees: Executive Committee, Finance/Financial Development, Marketing/Public Relations, Building & Grounds

STAFF:

- Staff assessment and profile completed for organizational staffing needs through 2021
- 2018 – 2021 Staff positions to be considered, job descriptions developed: COO (Chief Operations Officer); Development Director, Building & Grounds Manager; Program/Project Director; Human Relations Staff; Counselors
- Staff hiring timeline established and coordinated with budget projections 2018 - 2021