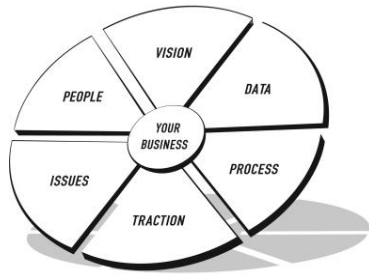


# THE VISION/TRACTION ORGANIZER™

**ORGANIZATION NAME:** Open Field

## VISION

<p><b>CORE VALUES</b></p>	<ol style="list-style-type: none"> <li>1. Be prepared</li> <li>2. Be a team player</li> <li>3. Educate yourself</li> <li>4. Respect others</li> <li>5. Play fair</li> <li>6. Be a role model</li> <li>7. Elevate your community</li> </ol>	<p><b>3-YEAR PICTURE™</b></p>
<p><b>CORE FOCUS™</b></p>	<p><b>Purpose/Cause/Passion:</b> Improve health, education, social cohesion, and transferable leadership skills through youth-led, community-based sport, primarily soccer</p> <p><b>Our Niche:</b> We have a simple and flexible model that can be implemented in neighborhoods, schools, and soccer clubs to improve the lives of participants.</p>	
<p><b>10-YEAR TARGET™</b></p>	<p>Our program model is impacting 10,000 youth in 10 countries around the world.</p>	
<p><b>MARKETING STRATEGY</b></p>	<p><b>Target Market/ "The List":</b> Individuals, companies and foundations whose strategic focus is youth development, health, education, community-driven development, and/or sport.</p> <p><b>Unique / Comp. Adv.:</b></p> <ol style="list-style-type: none"> <li>1. We have a youth-led approach that inherently provides opportunities for learning/growth</li> <li>2. Our model is responsive and adaptable to different cultural contexts and partners</li> <li>3. We build a network of people who believe in youth development through sport</li> </ol> <p><b>Proven Process:</b> Youth-led. Collaboration with community-based groups. Culturally sensitive and appropriate. Locally driven.</p> <p><b>Guarantee:</b> Culturally sensitive and informed approach; youth-centric to build sense of leadership skills and ownership to maximize benefit to youth.</p>	



# THE VISION/TRACTION ORGANIZER™

**ORGANIZATION NAME:** Open Field

## TRACTION

1-YEAR PLAN		ISSUES LIST																																		
<p><b>Future Date:</b> December 31, 2020  <b>Revenue:</b> \$250,000  <b>Measurables:</b> 2 countries; 1 major (&gt;\$50,000) and 5 supporting foundation grants; 5 new corporate sponsors, 50 recurring donors; over 1,500 youth engaged</p> <p><b>Goals for the Year:</b></p> <table border="1" data-bbox="75 781 699 1268"> <tr><td>1.</td><td>Develop and execute on more sophisticated fundraising plan</td></tr> <tr><td>2.</td><td>Expand network (add 300 names to newsletter/ mailing)</td></tr> <tr><td>3.</td><td>Develop succession plan</td></tr> <tr><td>4.</td><td>Complete 'case study' for Mini pitch and Pgh HQ</td></tr> <tr><td>5.</td><td>Effectively fund 2020 budget and new hire in Jan 2021</td></tr> <tr><td>6.</td><td>Gather input from stakeholders to determine 3-5 year impact outcomes (APOST Quality Control)</td></tr> <tr><td>7.</td><td>Identify possible expansion sites beyond Pgh and CMR</td></tr> </table>	1.	Develop and execute on more sophisticated fundraising plan	2.	Expand network (add 300 names to newsletter/ mailing)	3.	Develop succession plan	4.	Complete 'case study' for Mini pitch and Pgh HQ	5.	Effectively fund 2020 budget and new hire in Jan 2021	6.	Gather input from stakeholders to determine 3-5 year impact outcomes (APOST Quality Control)	7.	Identify possible expansion sites beyond Pgh and CMR		<table border="1" data-bbox="1398 537 2028 1239"> <tr><td>1.</td><td>Community engagement at events (which events do we go to? How do we draw ppl in and get contacts, etc.)</td></tr> <tr><td>2.</td><td>Riverhounds activation game</td></tr> <tr><td>3.</td><td>How do we get more contacts in our database?</td></tr> <tr><td>4.</td><td>Complete 3-year strategic plan and accompanying budget* (Q4)</td></tr> <tr><td>5.</td><td>Program outreach – how can we partner with groups in Homewood / East End / Latino community (2021)</td></tr> <tr><td>6.</td><td>What does program launch in Guinea look like with CNSF partnership? CHAI in Haiti?</td></tr> <tr><td>7.</td><td>How can we get more corporate sponsorships?</td></tr> <tr><td>8.</td><td></td></tr> <tr><td>9.</td><td></td></tr> <tr><td>10.</td><td></td></tr> </table>	1.	Community engagement at events (which events do we go to? How do we draw ppl in and get contacts, etc.)	2.	Riverhounds activation game	3.	How do we get more contacts in our database?	4.	Complete 3-year strategic plan and accompanying budget* (Q4)	5.	Program outreach – how can we partner with groups in Homewood / East End / Latino community (2021)	6.	What does program launch in Guinea look like with CNSF partnership? CHAI in Haiti?	7.	How can we get more corporate sponsorships?	8.		9.		10.	
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