



2023 – 2025 Strategic Plan

2023

Goal - 50% growth over 2022 goal (281) = 422 schools

- Develop Rock Star Educators program (similar to Ambassador program but for educators)
- Refresh website
- Incorporate 20x bike into new AKB Kinder program standard fleet
- Plan for manufactured storage rack to be part of the AKB standard fleet/price adjustment etc. to be implemented
- Update curriculum/training for Inclusive Learn-to-Ride program for new 20x bike
- Develop plan to actively pursue how AKB can get involved in Special Olympics and promote AKB Inclusive Learn-to-Ride program and Strider 20x bikes
- Strategize on how SEF (Strider® Education Foundation) can become self-sustainable and create our organizational identity
- Awareness and Education of operating as a Nonprofit and Oversight of Board
- Develop a recurring giving plan
- Develop a Comprehensive Marketing and Social Media Strategy for Brand Awareness
- Develop a plan for better Development/Fundraising
- Enhance our Government/Legislature Relationships
- Strategize on the best use of staffing resources and evaluate workload
- Review Process Bottlenecks
- Implement a price strategy review every May

2024

Goal - 25% growth over 2023 goal (422) = 527 schools

- Develop and Implement strategies for becoming self-sustainable with staff payroll and benefits
- Provide awareness that we provide customer service on any parts needed for AKB equipment
- Evaluate for any new program needs
- Research on how many public schools remain in each state for enrollment for evaluating focus areas
- Develop annual fundraising strategy/set annual goal
- Develop annual marketing strategy

2025

Goal - 25% growth over 2024 goal (527) = 658 schools

- Evaluate self-sustainability plan and adjust if needed
- Evaluate for any new program needs
- Develop annual fundraising strategy/set annual goal
- Develop annual marketing strategy/ Determine target focus areas for marketing
- Additional goals to be determined

*Program History
(Actual Numbers)*

*Total Active Programs: **824** as of end of 2022*

2018 – 37

2019 – 98

2020 – 126

2021 – 184

2022 - 379