

**Power of Flowers Project**  
**January 25, 2020 Strategic Planning Session**  
**Facilitator – Joanne Dennison**  
**Notes**

- a. Review and Update By-Laws
  - Scope of Duties – Board and Executive Director
  - Job description – Chair, Vice Chair, Treasurer
  - Mission Statement
  - Membership composition – skills, expertise, age, gender, cultures, community linkages (law, CPA, PR, geriatrics, technology, care community issues and environment). Need strong, effective working board whose members contribute skills and time between meetings
  - Recruitment, interview and appointment process. Understand what each candidate wants to gain through their board appointment
  - Terms and term limits
  - Succession planning
  - Commitment to direct, open, respectful, inclusive communication
  - Advisory Committee
  - Treasurer’s Role
  - Financial checks and balances – appropriate access to bank accounts and databases
  - Board must review of tax forms prior to submission
- b. Geographic service area and facilities served
  - Nursing Homes, Assisted Living, Adult Day Care, Continuing Care Retirement Communities, Meals on Wheels and Veteran’s Care facilities
  - Service Expectations – 3 flower deliveries a year
- c. Fundraising decisions should be influenced by the concept of “Intentional congruence” (There is a high probability that approved events/activities will raise sufficient funds in relation to the number of flowers and the amount of volunteer time required. Decisions should be based on a written cost-benefit analysis
  - Business outreach list and plan
  - Kindness Connections
  - Buds and Blooms
  - Flower Therapy Workshops
  - Spread the Joy Sponsors
  - Corporate Philanthropy
  - Individual donors
  - Events – Planning, approval, management

- Grants – linked to POF goals
- In-Kind Donors – goods and services

d. Flower Donors

- Flower pick-up plan – drivers – influenced by availability of volunteers from various geographical areas
- Expansion Opportunities for planned pickups
  1. Retail – Identify Flower Shops and other retail outlets
  2. Wedding Venues and event planners – Meeting Professionals International
  3. Identify Wedding Venues
  4. Gardens

e. Volunteers

- Number, geography, skills, interests, cultures, races, age
- Recruitment plan to match volunteer recruitment needs
- On-going training starting with a required orientation program
- Retain – ask interests annually
- Professional development and succession planning
- Celebrate
- Organizational structure to manage and support