Mama Dragons is a nonprofit organization dedicated to providing support, education, and empowerment for mothers of LGBTQ children. As we continue to grow and expand, we recognize the importance of setting clear strategic goals to achieve our mission and vision. This strategic plan outlines our objectives and goals for the next three years, and we are committed to tracking our progress and adjusting as needed to ensure we are making a meaningful impact.

Primary organization focus - Providing support and education for mothers from non-affirming cultures new to the journey of parenting LGBTQ children

**Expand diversity & grow Mamas of Color peer-led support group**

Goal 1: Increase outreach efforts to communities of color to expand Mama Dragons' membership base and support network.

Goal 2: Develop culturally sensitive programming to support mamas of color and their families.

Goal 3 Increase representation of those of color on the Mama Dragons board and leadership team.

**Increase Mama Dragons support in areas with less LGBTQ affirming political and social climates**

Goal 1: Develop targeted marketing campaigns to increase brand awareness in specific regions including the South, Florida and Texas

Goal 2: Utilize social media platforms and digital advertising to expand our reach.

Goal 3: Develop partnerships with local organizations to increase visibility and outreach.

**Continue parent education efforts through Mama Dragons Parachute eLearning platform and peer-led support groups**

Goal 1: Increase outreach efforts to mental health providers, healthcare providers, and other organizations to promote the Parachute program.
Goal 2: Develop partnerships with organizations to expand Parachute programming.

Goal 3: Expand grant funding to expand needed eLearning courses

**Expand mental health programs and education to mothers**

Goal 1: Develop additional mental health resources and support programs for Mama Dragons members.

Goal 2: Increase awareness and access to mental health resources for mamas and families.

Goal 3: Provide mental health specialist led support groups for parents so they can better support their children

**Organize & protect support groups to support member growth and changes**

Goal 1: Develop clear guidelines and policies for Mama Dragons support groups.

Goal 2: Increase support and resources for Mama Dragons support group leaders.

Goal 3: Explore secure platforms for peer-led support groups

**Expand and diversify revenue streams**

Goal 1: Develop a comprehensive fundraising strategy that includes individual donations, corporate sponsorships, and grants.

Goal 2: Increase partnerships with local businesses and organizations to support fundraising efforts.

Goal 3: Develop additional revenue streams, such as merchandise, paid courses, and events

Conclusion:

The strategic goals outlined in this plan are crucial for Mama Dragons to continue our mission in supporting affirming parenting of LGBTQ children. We are committed to tracking our progress and adjusting our approach as needed to ensure we are meeting our goals and making a meaningful impact. By working together and staying focused on our objectives, we believe we can achieve our vision of a world where all children are accepted and loved for who they are.