



Ukulele Kids Club Strategic Plan Summary 2022

The following is a description of the initiatives, strategies and tactics that will be implemented this year across departments in the Ukulele Kids Club (UKC) in order to sustain and expand our operations in 2022. All below goals and action items are aimed at establishing or restructuring how we support our finances, nurture our human capital and fulfill our mission.

Vision of the UKC

To transform lives through music.

Mission Statement 2022:

We seek to improve the well-being of **medically fragile children**. Through ukuleles and the support of music therapy, we give the gift of music for life.

The following departmental goals will be implemented.

1. Board of Directors Goals and Objectives:

- a. To develop and implement board best practices as they relate to governance, director retention and support.
 - i. Review board terms annually.
 - ii. Secure regular feedback from board members in order to improve director experience.
 - iii. Develop chair succession plan.
 - iv. Establish Justice, Equity, Diversity and Inclusion (JEDI) best practices for board and staff recruitment, retention, education

2. Organization/Corporation Goals and Objectives:

- a. To establish and engage in compliance with all corporate operation requirements in the state of Florida.



- i. File annual report 2022
- ii. Review and file all state registrations for fundraising compliance.
- iii. Review Risk Management Practices.
- iv. Develop and revise 2022 Business Plan

3. Program and Mission Goals and Objectives:

- a. To develop our mission and vision to incorporate a continuum of care for children with programs clearly aimed at fulfilling said mission.
 - i. Target ukulele donations - 1,500 for 2022
 - ii. Target number of Fellowships 2 for 2022
 - iii. Increase participation in UKC At Home to 300 users.
 1. Increase UKC Academy Classes to 2-4 a month by segment
 2. Create UKC ACADEMY landing page for website
 3. Develop Premium Online Content/Classes UKC Academy
 4. Review Resource Portal usage
 - iv. Implement Tracking Requirements All Sites

4. Finance Goals and Objectives:

- a. To establish sound and sustainable financial practices for growing the organization's operating budget by 30%.
 - i. Establish or revise donation tracking systems, all platforms.
 - ii. Revise cash flow statements, review monthly spending and budget on a quarterly basis.
 - iii. Create Operating Reserves - 3 months worth of expenses
 - iv. Develop Corporate Financial Strategies to support operations.

5. Development Goals and Objectives:

- a. To establish and implement sustainable development initiatives aimed at financially supporting the organization.
 - i. Create corporate strategy for events, target 40k for 2022
 - ii. Board Training on 2022 Fundraising Plan
 - iii. Develop Estate and Planned Giving Strategies



- iv. Execute Development Plan 2022
- v. Develop move management practices
- vi. Develop monthly giving campaign
- vii. Change CRMs to Salesforce and have it in place by the end of Q3.

6. Marketing and Communications Goals and Objectives

- a. To continue UKC branded communications strategies and tactics aimed at increasing our visibility in the market.
 - i. Revise Mar/Comm plan and align with development plan.
 - ii. Establish a new social media plan with a new vendor.
 - iii. Develop Communication plans for major affiliations
 - iv. Develop Case Statement for JBF
 - v. Develop Case Statement for UKC at Home

7. Human Resources Goals and Objectives

- a. To establish and abide by best practices aimed at recruiting and retaining the best candidates for the organization.
 - i. Renew and review agreements with all contractors,
 - ii. Implement regular training and evaluations for all contractors
 - iii. Create compensation and bonus guidelines for CEO
 - iv. Finalize volunteer procedures
 - v. Establish contractor engagement practices
 - vi. Revise onboarding protocols and continuing education offers.