



Strategic Plan 2022-2025

Approved: March 8, 2022

Vision

Every individual has the opportunity to let the leader in them emerge.

Mission

TLT- Tomorrow's Leaders Today, Inc. (TLT) is a 501(c)(3) nonprofit organization dedicated to helping develop youth leaders through education, collaboration, and mentorships with community & business leaders for the collective benefit of the students and their communities.

Programming

We will enrich and expand the programming for TLT participants.

Visibility

We will increase community awareness and understanding of TLT.

Stakeholders

We will take conscious steps to build and maintain with TLT stakeholders.

Operations

We will develop comprehensive operating procedures for TLT to assure the organization's effectiveness.



Goal 1: We will enrich and expand the programming for TLT participants.

Strategy	Tactic	Ownership	Assessment	Status
1. Develop a plan to make sessions more active for participants	Evaluate cohorts.	Programming		
	Design and implement new projects.	Programming		
	Design and implement new participant focused sessions.	Programming		
2. Increase the focus on leadership tactics / skills in each session	Assign up to three leadership skills to match each session.	Programming		
	Incorporate the leadership skills into each session	Programming		
3. Hold brainstorming sessions at the end of the year with the youth advisory committee and interested participants to review feedback from the programming.		Programming		
4. Conduct periodic, comprehensive reviews of the curriculum.		Programming		



Goal 2: Increase community awareness and understanding of TLT.

Strategy	Tactic	Ownership	Assessment	Status
1. Create formal communications/ marketing plan.	Gather information for promotional / marketing purposes.	Visibility		
	Review, create and update marketing materials (brochure, video, promo items, poster/banner, website)	Visibility		
	Create strategy for promotion at community events (beyond TLT program sessions)	Visibility		
	Develop budget to purchase resources	Visibility		
2. Implement full visibility campaign		Visibility		



Goal 3: Take conscious steps to build and maintain relationships with TLT stakeholders.

Strategy	Tactic	Ownership	Assessment	Status
1. Expand fundraising plan (beyond North Texas Giving Day, Giving Tuesday)	Identify fundraising opportunities, develop strategies, seek Board approval and assistance, implement plan.	Stakeholder		
2. Establish relationship with different Community Foundations	Invite representative to attend meeting and speak to Board.	Stakeholder		
3. Develop a plan for stakeholder involvement	Identify stakeholders.	Stakeholder		
	Identify procedures for developing/maintaining relationships.	Stakeholder		
4. Explore relationships with regional leadership programs		Stakeholder		
5. Improve recognition of sponsors/donors on the TLT website, social media platforms, and print collateral.	Provide space for logos, advertising for all sponsors.	Stakeholder		



Goal 4: Develop comprehensive operating procedures for TLT to assure the organization's effectiveness.

Strategy	Tactic	Ownership	Assessment	Status
1. Maintain operations handbook	Conduct periodic reviews and updates. Post revised drafts.	Operations		
2. Identify needs for written policies and initiate discussions.		Operations		