

ALIKE 3 Year Strategic Plan



Set up for success with strategic planning frameworks

STRATEGIC PLANNING ANSWERS THE 4 BIG QUESTIONS

1. Where are we?
2. Where do we want to be in the future?
3. What part of the status quo do we need to change to get us where we want to be in the future?
4. How do we make it happen?

Agenda for Non-Profit Strategic Planning

1

Set up 3 yrs strategic plan for Alike main objective of humanitarian assistance.

2

Analyze various functional areas of the organization and strategic planning aim, along with actions that must be implemented to deliver aim

3

Study various strategic actions and innovational techniques that must be implemented by organization in order to transform humanitarian assistance and alleviate human suffering

4

Plot out possible SMART Goals & Action Plan

Brief Overview of ALIKE



Business Overview

ALIKE Non-Profit Organization is an international humanitarian firm that aims to unite all Liberians and non-Liberians in Kitchener Waterloo Region.



Priority

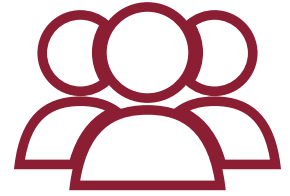
We aim to preserve and pass on our national hertiage and culture to our children while contributing meaningfully to economic and social development in the Canadian, Kitchener-Waterloo community

Core Values of ALIKE



Integrity

ALIKE works in a transparent and accountable manner in accordance with the principles set out by the board.



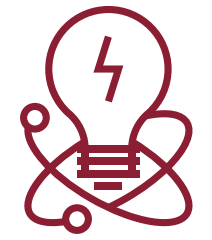
People

ALIKE builds the capacity of individuals and groups to work in partnership to find sustainable solutions to their most pressing needs and vulnerabilities.



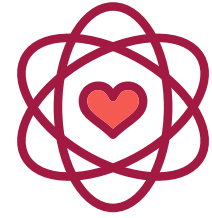
Leadership

ALIKE Organization exhibits leadership and aims for excellence in its work, drawing attention to the freedoms, needs and disadvantages of communities.



Innovation

ALIKE draws inspirations from its common heritage and culture, but is equally committed to seek innovative sustainable approaches to problems that endanger human well-being.



Core Values

Peace & Unity
Compassion

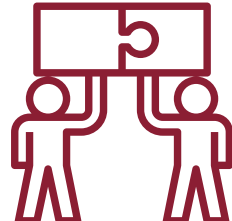


Procedure to Build Strategic Plan for ALIKE



Goals and Objectives

ALIKE must properly analyze the breakdown of their funds in order to achieve the goal set for the enhancement of humanitarian assistance.
Determine the funding needs and allocate the funds accordingly in order to achieve the goal effectively and efficiently.



Obtain valuable input from stakeholders

ALIKE must gather the valuable insights from stakeholders regarding fundraising and the expenses
Stakeholders can provide meaningful suggestions and can be involved in operational plans and tactical decisions.



Fundraising and Marketing Strategies

ALIKE Organization may conduct SWOT analysis to analyze the weak spots that could be improved and opportunistic areas which could be explored. Some of the marketing strategies that can be implemented are online fundraising.



SMART Objectives

ALIKE must set up clear objectives in order to achieve the target of the complete humanitarian assistance.



Action Plan

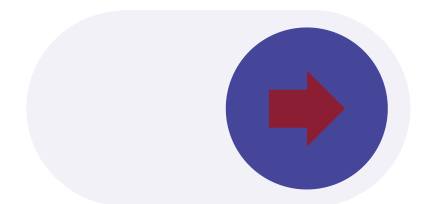
A visual way to track progress over time



COMPONENTS OF THE PLAN

Mission, Vision, and Values

- Strategic Direction
- Goals
- Measures of Success
- Strategies
- Action Steps
- Budget
- Responsibility
- Timeline



Mission, Vision, and Values

Mission

To Enhance Community Engagements by Providing Support, Promoting Unity, and Inclusivity as means to Empower and Install Hope for all Liberians and Canadians Nationally and Internationally.

Vision

Working together to build a strong community for all Liberians and non-Liberians.

Values

Promote Peace and Unity among members to Demonstrate Compassion- Providing Supports for Individuals in need Locally and Internationally

SWOT ANALYSIS

SWOT analysis is a strategic planning and strategic management technique used to help a person or organization identify strengths, weaknesses, opportunities, and threats related to business competition or project planning.





STRENGTHS

Established within the community providing lots of community support.
Highly engaged, respected board. Strong and vibrant local community



WEAKNESSES

Website is not easily navigated
Staff capacity
Finances (Urgent)
Fundraising (Urgent)



OPPORTUNITIES

Increase Membership
Elect committee members
Kids afterschool programs
Community Workshops / Skills Development Programs



THREATS

Community members meeting dues mean source of income



GOAL SETTING

Programs

- Leadership Training for all board & committee members
- On-Going Professional Skills Development
- Health & Wellness
- Afterschool Programs
- Summer Camp
- Back to school event

Membership

- Increase membership enrolment by Year 1 10%, Year 2 15% Year 3 20%

Establish committee members for the following:

- Fundraising
- Administrative
- Building

Finance

- Fundraising Income Strategy
- Monitor monthly & Yearly budget
- Equipment i.e. laptop, Ipad, Desktop, printer
- Community Awards High-School & Post Secondary Graduate
- International: Support Liberian orphanages & Refugee Sponsorship, Scholarships: Fundraisers & Donation events

Facility

- Research location Options
- Monthly Rental Cost
- Community space

MARKETING OVERALL

- Website Renovation
- Online Fundraising Software
- Project Writer
- Digital Expert
- Social Media & Email Marketing Mgmt

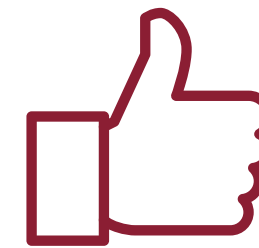


ADDS CREDIBILITY

- Inspire loyalty
- Request testimonials from past & present community participants
- Suvery for community needs

COMMUNICATION

- Regular board meetings
- Regular membership meetings
- Weekly email communication
- Monthly newsletters



FUNDRAISING EVENTS

- Promote membership
- Research new grant opportunities
- Host fundraising event on quarterly basis
- Solicit private funders
- Donations
- Increase membership fees

Strategies

STRATEGY MAP 2022-2024

Goal	Year 1	Year 2	Year 3
Finance <ul style="list-style-type: none"> SUCCESSION PLANNING DEVELOP WRITTEN PLAN IDENTIFY OPPORTUNITIES 	<ul style="list-style-type: none"> HIRE PROFESSIONAL CONSULTANTS ACCOUNTING & MARKETING ESTABLISH JOB DESCRIPTION FOR EACH BOARD & COMMITTEE MEMBER INCREASE PROPOSAL BY 10% 	<p>INCREASE PROPOSAL BY 15%</p>	<p>INCREASE PROPOSAL BY 20%</p>
Facility <ul style="list-style-type: none"> RESEARCH LOCATION RENTAL COST IDENTIFY OPPORTUNITIES 	<p>FUNDRAISE \$5,000 FOR RENTAL SPACE</p>	<p>FUNDRAISE \$10,000 FOR RENTAL SPACE</p>	<p>FUNDRAISE \$15,000 FOR RENTAL SPACE</p> <p>PURCHASE FACILITY/ RENTAL SPACE</p>
Membership <ul style="list-style-type: none"> INCREASE # OF BOARD MEMBERS DEVELOP CLEAR ROLES & RESPONSIBILITIES BOARD TRAINING 	<p>INCREASE MEMBERSHIP BY 10%</p> <p>ESTABLISH SELECT COMMITTEES</p> <p>FUNDRAISING</p> <p>ADMINISTRATIVE BUILDING</p> <p>DEVELOP JOB DESCRIPTION</p>	<p>IMPROVE VISIBILITY OF ORGANIZATION</p> <p>INCREASE MEMBERSHIP BY 15%</p>	<p>INCREASE MEMBERSHIP BY 20%</p> <p>INCREASE MEMBERSHIP FEE TO \$100 ANNUALLY</p>
Programs <ul style="list-style-type: none"> IMPLEMENT TRAINING AND PROFESSIONAL DEVELOPMENT TRAINING TO PROMOTE LEARNING AND GROWTH FOR ALL AGES 	<p>HOST 5-10 DEVELOPMENT WORKSHOPS</p>	<p>HOST 5-10 DEVELOPMENT WORKSHOPS</p>	<p>HOST 5-10 DEVELOPMENT WORKSHOPS</p>

A Strategic Approach

1. Set Fundraising Targets
2. Monitor Fundraising Outputs & Achievement - regular review progress against plan
3. Leverage member connections
4. Raise Money for the Organization

FUNDRAISING:

Yearly Fundraising Suggestions

1. Black History Month
2. Spring in support of summer camp programming
3. End of summer for back to school campaign
4. Fall in support of the winter
5. After school programming
6. End of year holiday gala



Don't Forget...



We live in a
connected culture

ALIKE 2022-2024

Working together to build a strong community for all