

2021 JFAO Strategic Plan

Commencing August 2021 – March 2024



Vision: "Our vision is for rural youth to connect, build, and develop leaders for strong communities"

Mission: "To build rural leaders through personal growth, travel, experiences and community betterment"

In preparation of the business strategy plan JFAO called a committee to facilitate the planning of the proposed strategic plan. A survey was conducted to allow the board and members to voice their opinions on what key goals they believe JFAO will need to focus on.

Key Goals:

To improve value to current and future members.

To increase membership of the organization.

To improve membership experience and retention in the organization.

To improve communication between clubs, zones, the province and general public.

To improve relationships with corporate partners.

To provide financial stability for the organization.

These goals are broken down into categories chosen to further describe how we as an organization will achieve these goals.

Members --- Communication --- Financial Stability

Members: To improve value to current and future members. To increase membership of the organization.

Expanding Exchange Opportunities – JFAO will facilitate a new extension of exchanges by offering inter-club exchanges.

Who: Executive Director of Community and International Programs.

When: Preparation of inter-club exchanges will commence November 2021. Inter-club exchanges will be utilized by JFAO members by July 2022.

Measurement of Success: In 2022, there are at least 3 inter-club exchanges and the participants are satisfied with their experience, and would recommend the program to another JFAO member.

Membership Perks – JFAO will maintain and promote the membership benefit programs available with a JF membership.

Who: Executive Director of Programming and Office Administrator

When: Continuous.

Measurement of Success: JFAO is still using Perkopolis in March 2024.

New Member Drive: JFAO will run a member recruitment campaign between December and January each year.

Who: Executive Director of Communication/Programming and New Members Committee.

When: Planning starts immediately by forming the New Members Committee. In December 2021 an advertisement campaign to attract new membership will launch for the new calendar year.

Measurement of Success: By the end of February each year, JFAO will have 30 new members with a 10% membership increase per club.

Increase Provincial Club Count: JFAO will run a member recruitment campaign between December and January each year.

Who: Zone Directors and local Provincial Directors.

When: December 2021, connect with other rural youth organizations and fair boards in counties without clubs to raise interest in starting up local JF clubs.

Measurement of Success: By January 2024, increase the number of clubs in JFAO by 2.

Annual Membership Review and Retention: JFAO will form a committee of current and former members to review the current state of membership across JFAO.

Who: Membership Review Committee.

When: The Members Programs committee will meet twice a year, in September and February

Measurement of Success: Have a 75% retention rate of eligible members between 2023 and 2024.

Build a Demographic Database: JFAO will build a database to track the age, gender, and other relevant topics within membership.

Who: Executive Director of Programming.

When: Each January the database will be updated with the data from the previous calendar year.

Measurement of Success: The database will have been updated annually.

Introduce Summer Zone Events: JFAO will strive to promote a club-run event for each of the three zones each year.

Who: Zone Directors.

When: Summer of 2022 the committee will commence discussions of potential future events. And execution will occur when an agreed upon event is available and date determined.

Measurement of Success: JFAO facilitates a Zone event in all three zones each year, through 2024.

Virtual Opportunities: JFAO will continue to offer virtual attendance at provincial events and provide a platform on which the clubs can have virtual meetings or events.

Who: Office Administrator.

When: Continuous

Measurement of Success: A provincial virtual meeting platform will be maintained and promoted.

Communication: To improve communication between clubs, zones, the province, and the general public.

Club Meeting Attendance: JFAO will encourage Executive members to attend at least one club meeting per year that is not their home club.

Who: All JFAO Executive Members.

When: Encouraged immediately.

Measurement of Success: Each club has had at least one executive member in attendance to a club meeting other than local Zone Directors annually.

Pre and Post Meeting Packages: Packages will include executive and committee reports and be distributed in the timeframe outlined in the Policies and Procedures.

Who: Past President, Executive, and Committee Chairs.

When: Starting at the November 2021 PD meeting.

Measurement of Success: Documents are distributed on time and there are at least 75% of the potential reports included in the premeeting package.

Club Exposure in Periodicals: JFAO will encourage clubs to submit club reports and events to the Bullhorn and Annual Report.

Who: Executive Director of Communications and Provincial Directors.

When: Starting for the Winter 2021 Bullhorn.

Measurement of Success: For the Bullhorn, 50% of clubs submit write ups and for the Annual Report all clubs submit reports.

Consistent Social Media: The communications team will develop an annual social media plan to consistently publish content across the different platforms.

Who: Social Media Rep and Executive Director of Communications.

When: Starting September 2021.

Measurement of Success: A quarterly review of social media engagement metrics will be done to ensure either consistent or increasing engagement is occurring.

Provincial Charity Awareness: JFAO will strive to increase the prevalence of the provincial charity within the organization and make it more visible externally.

Who: All JFAO Board Members.

When: Continuous.

Measurement of Success: Donations are being made throughout the year. The charity has a presence at provincial events, either through a representative or an information station.

Website Maintenance: JFAO will form a committee to ensure that the website is up to date and send the webmaster updates on a monthly basis.

Who: Website Planning Committee.

When: Starting immediately.

Measurement of Success: The website is kept up to date and updates have been sent monthly.

Financial Stability: To improve relationships with corporate partners. To provide financial stability for the organization.

Engage corporate partners: JFAO will strive to engage corporate partners by encouraging them to speak at JFAO run events.

Who: Fund Development Contractor, OYFF Committee and March Conference Committee.

When: Commencing fall of 2021 the Fund Development Contractor will provide suggestions of corporate partners who could speak at OYFF 2021 and March Conference 2022 and thereafter. The corresponding committee will reach out to the recommended partners to arrange speakers. The Fund Development will also inquire about corporate partner events that JFAO members could attend.

Measurement of Success: By 2024 have 5 sponsors speak at JFAO events and have JFAO representatives attend 3 corporate partner events.

Grants: JFAO will apply to government funding and grants.

Who: Executive Director of Finance and Fund Development Contractor.

When: Starting fall of 2021 the Executive Director of Finance and the Fund Development Contractor will research potential funding and grants that JFAO qualifies for. On an annual basis the committee will submit a minimum of two applications towards funding.

Measurement of Success: To be successful in one fund/grant application annually.

Obtain New Partners: JFAO will strive to obtain new partnerships.

Who: Fund Development Contractor and Executive Director of Finance.

When: Commencing in Fall 2021 the Fund Development Contractor will reach out to several potential new corporate partners and will continue to do so each year.

Measurement of Success: To obtain five new partners each year (returning not necessary).

Decrease the financial burden on event committees: JFAO will strive to reduce the pressure on event committees to obtain sponsorship.

Who: Fund Development Contractor and Executive Director of Finance.

When: During January of each year the Fund Development Contractor will analyze sponsorship obtained for the upcoming year and will specifically target additional sponsors for events that have not yet reached their sponsorship goal. The Fund Development Contractor will communicate with the March Conference, Leadership Camp, and OYFF committees to provide support for the corresponding event.

Measurement of Success: Annually, each committee will reach their target sponsorship requirements.

Increase Incoming Sponsorship Dollars: JFAO will focus on growing its sponsorship amount.

Who: Fund Development Contractor and Past President.

When: Beginning with a comparison between 2021 and 2022's sponsorship levels.

Measurement of Success: To have a 10% year over year growth during the strategic planning cycle.

Develop Multi-Year Corporate Partners: JFAO will seek to develop a multi-year sponsorship format to increase fiscal stability.

Who: Fund Development Contractor and Past President.

When: Commencing in Fall 2021.

Measurement of Success: JFAO will have multi-year sponsorship agreements with corporate partners for major events by 2024.

These goals and paths as outlined in this plan will be discussed and realigned if required at each Annual General Meeting going forward.

Execution will be tracked and discussed by the president of the organization.

