

Alliance for Full Acceptance

Charleston, South Carolina

2007 – 2008 Strategic Plan

Plans, Goals, & Deadlines

July 1, 2007 – June 30, 2008

Executive & Operating Plans

Finance & Fundraising Plans

Membership & Support Plans

Education & Awareness Plans

The first person listed for each Objective is the group leader and is ultimately responsible for planning, guiding, executing and evaluating the project.

For those with commitments listed in the following pages, if you are having problems meeting your objectives or deadlines, you are requested in advance to ...

- Re-negotiate deadlines if time is the problem
- Re-negotiate objectives if there are blocks to original plan that can't be overcome
- Be responsible for coming up with new ideas of how to make your objective a reality
- Educate yourself on any aspect of the task on which you are unfamiliar
- Find the resources and recruit/train the volunteers necessary to complete your project

In addition to the below commitments, Board Members and Leadership Group are responsible for daily informational reading, day-to-day AFFA communications, monthly donor thank you notes, contributing funds, and attending AFFA events.

Alliance for Full Acceptance
P.O. Box 22088, Charleston, SC 29413
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Alliance for Full Acceptance
Goals for 2007-2008

1. Systemize fundraising to maximize contributions and make for better donor relationships.
2. Increase and diversify membership by demonstrating AFFA's relevance to them as individuals and to the community.
3. Continue to build relationships and partner on projects with other socially progressive or influential community organizations to educate and maximize leverage.
4. Mount a media campaign with an empowering, educational message about the GLBT community.
5. Be pro-active in heading off and/or educating about anti-gay legislation (i.e. adoption legislation).
6. Provide information, speakers, training, referrals, and resources to the community at-large.
7. Provide information, referrals, resources, and support to the GLBT community.

Executive & Operating Plans

“Blessing comes with responsibility.”

The Executive & Operating Plan outlines the work necessary to maintain the health of the organization in regard to leadership, staff, policy, operating, and planning procedures. Leadership recruitment, training, development, and retention are important components of this Plan. Operating and planning responsibilities assigned to AFFA Officers other than those specified in the AFFA By-Laws are listed here. The main objectives of this Plan for 2007-2008 are:

- 1. Complete annual Executive Director evaluation** SP, WRG
6/19/07

- 2. Plan annual retreat for strategic planning** SW, SP
2/29/08

- 3. Recruit, recommend and invite candidates for Leadership Group 2008**
 - Establish criteria WRG, Board
12/31/07

- 4. Conduct necessary training for Board, Leadership Group, & Membership**
 - Fundraising training SP, Board, Lead
8/1/07

- 5. Embark on 5-10 year long-range planning process**
 - Research consultants SC, SW
2/29/08

- 6. Hire Assistant to the Executive Director position**
 - Job description, compensation package, interview candidates, hire and train SP, WRG
6/30/07

- 7. Dialogue, decide, and make possible plan for more statewide presence** CG, SC
3/1/08

- 8. Attend NGLTF “Creating Change” Conference**
 - February 6-10, 2008 – Detroit, Michigan SP, WRG, JRG, JG,
CL, SC, MS, SW
12/31/07

JB-Jenny Badman, SC-Steven Clem, TG-Tasha Gandy, CG-Cathy Godshall, JG-Jason Guerra, DH-Don Hartstern, BH-Barbara Hunt, CL-Catherine LaFond, SM-Sharen Mitchell, DM-David Moon, SP-Susie Prueter, JRG-Jim Redman-Gress, WRG-Warren Redman-Gress
MS-Mike Schwarzott, BT-Barbara Tuttle, SW-Sue Weller

Finance & Fundraising Plans

“People give to people.”

The Finance & Fundraising Plan encourages study and recommendations regarding all financial procedures and controls, calls for preparation and presentation of budgets, and review of all financial statements. It also formulates and executes a plan for fundraising including member acquisition, member upgrades, additional appeals, grants, and special events. The main objectives of this Plan for 2007-2008 are:

- 1. Provide membership statistics and monthly financial statements to Board** WRG
Ongoing
 - 2. Research and propose a budget for 2007-2008 Operating & Strategic Plan** JRG
6/19/07
 - 3. Execute annual fundraising plan to support budget and strategic plan** Board, Lead
Ongoing
- Clean, organize, and breakdown membership list** TG, SC, SW
6/19/07
- Clean and update database with NCOA system DM
6/19/07
 - Develop call report/member update form DH
6/19/07
 - Assign portion of membership to each Board/Leadership member TG, SC, SW
6/19/07
- Acquire new members**
- Talk up membership in GLBT social circles – make the asks! Board, Lead
Ongoing
 - Ask current members for referrals – make the asks! Board, Lead
Ongoing
 - Select, buy, and execute mailing to a GLBT publication list i.e. *Advocate*, etc. WRG, SP
8/31/07
- Renew all members and upgrade current members**
- Assigned monthly calls to members to renew, upgrade, and get feedback Board, Lead
Ongoing
 - Monthly Renewal Letters WRG
Ongoing
 - Media Campaign Solicitation #1 SW, SP
7/1/07
 - Media Campaign Solicitation #2 SW, SP
8/31/07
 - Annual Report/Year-End Solicitation SP, DM
11/2/07
 - Tax Letter Solicitation WRG, JRG
1/31/08
 - General Appeal (TBD) TBD
TBD

Acquire large donors

- Columbia donor campaign
 - Distinguish AFFA and solicit individual donors
- SP
12/31/07

Corporate and business sponsors

- Equal Access Pages
- CL, SEC, JG,
BH, SM, SW
3/1/07

Identify and make 5 new grant requests for specific or general funding

SP, SW, WRG
6/30/07

4. Support fundraising with publications

- Annual Report
 - Case Statement
- SP, DM
11/1/07
SP, DM
8/31/07

5. Develop signature special event

- Dialogue, decide, and make plan for event that serves the following ends:
Thanks/acknowledges, fundraising/awareness, fun/fabulous/gay, point-of-entry
- SEC, JRG, JG,
BH, MS, BT
8/31/07

6. Execute and maintain Small Grants Program

WRG, JRG, BT
Ongoing

7. Execute outside audit

TG
12/31/07

Membership & Support Plans

“A small group of thoughtful, committed citizens can change the world.”

The Membership & Support Plan seeks conscientious growth in the recruitment and development of members who support AFFA’s mission and the quest for GLBT civil rights and social justice. It works to increase numbers of empowered members through breaking down barriers, raising consciousness, and demonstrating relevance. It is ever-evolving in its thinking to understand, inspire, and support the GLBT community. We seek, encourage, and assist emotionally healthy and responsible lives who give to community, professions, families, and spiritual lives. The main goals of this Plan for 2007-2008 are:

1. Create interest in AFFA organization, AFFA mission, and GLBT community

- Program Meeting & Social Gathering Over-Haul
- Dialogue and implement plan that serves the following ends: JG, SC, TG, CG, DH
Re-brand, over-haul program meetings and other events (if necessary) to make CL, SM, MS, SW
more hip, relevant, and not to be missed. Discuss identity and logo. 8/31/07
To be considered:
Program Meetings, Bev & BS, Holiday Party, Dining With Friends, Community Service

2. Support members with information & publications

- Equal Access Pages CL, SEC, JG,
- Includes comprehensive referrals as well as advertising BH, SM, SW
8/31/07

3. Work to present/promote AFFA’s relevance and achievements to membership

- Include “fast facts” in newsletters about trainings, coalition activity, etc. SP, WRG
Ongoing

4. Overhaul, update website

JRG, DM, SP
11/1/07

5. Support GLBT families with information and events as practical

WRG, JRG
Ongoing

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Education & Awareness Plans

“Educate rather than alienate.”

The Education & Awareness Plan seeks to educate and influence the moveable middle heterosexual population to achieve equality and acceptance for GLBT people. It offers information on the concerns of the GLBT community to civic organizations and service professionals open to learning more about sexual orientation. Areas of concentration include education, religion, family/parenting, law enforcement, public office, and mental health. In addition to offering training, resources, and information, the E&A Plan builds coalitions and advocates for GLBT citizens in the workplace, legislature, and courts of law. Through media, we work to reinforce a positive image of GLBT people for GLBT people. The main goals of this Plan for 2007-2008 are:

1. Provide Education Opportunities & Build Coalitions

ACTIVE COALITIONS (Projects to Pursue As Follows):

NAACP (Charleston)

- “How Can We Partner/What Do You Need From Us” Meeting & Follow-Up SP
8/1/07
- Partner on Julian Bond Speaking Engagement SP
12/31/07

ACLU (State)

- Meet and establish relationship with new Executive Director WRG, SW
8/31/07

Charleston Metro Chamber of Commerce (Charleston)

- Campaign for and assist with GLBT market/consumer training SP, JG, WRG, SW
6/30/08
- Solicit new GLBT business members SP, JG, WRG, SW
12/31/07
- Send delegate to Leadership Charleston JG
6/30/07

YWCA (Charleston)

- “How Can We Partner/What Do You Need From Us” Meeting & Follow-Up SP, SM
6/1/07
- Ask Mignon Clyburn, YWCA President to speak at Program Meeting SP, SM
8/1/07

College of Charleston (Charleston)

- “How Can We Partner” Meeting & Follow-Up w/ Women’s Studies DH, SM, SW
8/31/07
- Identify and execute ways to get AFFA info to students and faculty DH, SM, SW
8/31/07

Log Cabin Republicans (State)

JG

Stonewall Democrats (Charleston)

- Found Charleston area chapter

TG, SP, SEC,
CG, DM, MS
8/1/07

Jewish Community Center (Charleston)

- “How Can We Partner/What Do You Need From Us” Meeting & Follow-Up

BH, SW
10/1/07

SC State Legislature – Tri-County Delegation (State)

- Meet with tri-county legislators to discuss GLBT issues and educate

MS, SP, CG
6/30/08

RE-ACTIVE COALITIONS (Projects As They Present Themselves):

League of Women Voters (Charleston)

Spoletto Festival USA (Charleston)

Unitarian Church of Charleston (Charleston)

SCEC (State)

AFL-CIO (State)

SC Progressive Network (State)

2. Media Campaign (September/October/November)

Plan, Budget, and Message to be set by Media Committee
Some possible projects are listed below:

SC, CG, JG, DM,
SM, SP, JRG, MS
8/1/07

Billboard

Radio Spots

Equal Time

Television Spots

Documentary Airings

Direct Mail

Personal Letters

Newspaper Ads

Newspaper Inserts

General Brochures

Business Brochures

Letters to the Editor

Booths – Cooper River Bridge Run, SC State Fair, Etc.

Miscellaneous Appearances i.e. Comcast 2 Newsmakers, Channel 5 Talk Back, etc.

Miscellaneous Press – The Connection, City Paper, Skirt

Media Training

3. Sexual & Gender Orientation Speakers, Training, & Resource Material

Law Enforcement Workshops

- Ridgeland County Sheriff Department WRG
12/31/07
- Sumter County Sheriff Department WRG
12/31/07
- Charleston County Police Department TG
12/31/07

Education Workshops

- Charleston County School District – Guidance Counselor Training WRG, SP
12/31/07

Medical Professional Workshops

- MUSC – New Students/Presidential Scholars WRG, DH
12/31/07

Legal Professional Workshops

- Charleston School of Law (Pro Bono Inquiry) CL
12/31/07

List all speaking engagements and trainings

WRG, DH
Ongoing

4. Religious & Spiritual – Support, Education, Influence

- Address ADORASO leadership and make a plan SP, DH
8/31/07

5. GLBT Film Festival – Continued Exploration

SM, SC, SW
12/31/07