

Alliance for Full Acceptance

Charleston, South Carolina

2008 – 2009 Strategic Plan

Plans, Goals, & Deadlines

July 1, 2008 – June 30, 2009

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
843-883-0343 Phone

Alliance for Full Acceptance
Goals for 2008-2009
Achieving Equality & Acceptance

1. Name/Define/Promote the *CRISIS*-create our own urgency-highlight relevancy of issue to everybody to make them care.
2. Encourage straight community to “come out” and provide tools to become activists.
3. Tap into existing resources & contacts- make the ask. Simplicity- promote successes.
4. Expand our coalition building and partnering on projects with other socially progressive community organizations to educate and maximize leverage.
5. Expand & diversify membership by addressing ageism, accessibility, community engagement, etc.
6. Mount a media campaign with an empowering, educational message to promote (accomplish) Acceptance without exception.
7. Provide information, referrals, resources, and support to the GLBT community.
8. Systemize fundraising, assign donor liaisons, provide fundraising training to learn to make the ask.

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** SW
6/08

- 2. Plan annual retreat for strategic planning** SW
2/28/09

- 3. Recruit, recommend and invite candidates for Leadership Group 2009**
 - Establish criteria JDG, Board
12/31/08

- 4. Conduct necessary training for Board, Leadership Group, & Membership**
 - Fundraising training SC, JDG
 - Toastmasters MS, JDG, SW

- 5. Embark on 5-10 year long-range planning process**
 - Research consultants SC, SW
Ongoing

- 7. Dialogue, decide, and make possible plan for more statewide presence**

- 8. Attend NGLTF “Creating Change” Conference**
 - 2009, date and location TBD Board

JB-Jenny Badman, SC-Steven Clem, ME-Meredith Earnest, JAG-Jan Gilbert, CG-Cathy Godshall, JDG-Jason Guerra, , BRH-Barbara Hunt, CEL-Catherine LaFond, , JO-Jenny Owen, 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
6/08 |
| 3. Execute annual fundraising plan to support budget and strategic plan | Board, Lead
Ongoing |

Clean, organize, and breakdown membership list **JDG**

- Clean and update database with NCOA system
- Develop call report/member update form
- Assign portion of membership to each Board/Leadership member

Acquire new members

- NEED TO DEFINE

Renew all members and upgrade current members **ME**

- Monthly Renewal Letters Ongoing
- Media Campaign Solicitation #1
- Media Campaign Solicitation #2
- Annual Report/Year-End Solicitation
- Tax Letter Solicitation SW
1/31/09
- General Appeal (TBD) SW

Acquire large donors **JDG**

Corporate and business sponsors

- Purple Pages CEL, ME

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

4. Support fundraising with publications

- Annual Report

David Moon
11/1/08

5. Signature event

- Taste of Equality:
 - Dinner (Donated)
 - Silent Auction
 - Business Sponsors

Committee: SEC, JO,
MS, JRG

BRH, CG, JB
CG, JAG, **JRG**, JO
JO, Sharen Mitchell

6. Execute and maintain Small Grants Program

WRG, JRG, BT
Ongoing

7. Art Auction (Oct. 08)

JO, JB, CG

8. Explore feasibility of theatre production

JAG

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

- | | |
|-----------------------------|-----------------------|
| - Events Committee: | Committee: JDG |
| o Program Meetings | SW |
| o Bevs & BS | JAG, CEL |
| o Holiday Party | SW, CEL |
| o Dining With Friends (DWF) | CEL, JO |
| o Community Service | CEL |

2. Support members with information & publications

- | | |
|--------------|-----|
| - Newsletter | JAG |
|--------------|-----|

3. Support GLBT families with information and events as practical:

- | | |
|--|-------------------------------|
| -Make AFFA accessible to 20-30 yr. old crowd (committee) | Committee
CG, JAG, CEL, JB |
| -Postcards at all events-contact survey | JO, CEL, JAG |
| -Engage GSA’s- mentoring program, provide training, membership, etc. | ME, SW, BT |

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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):

<i>NAACP (Charleston)</i>	<i>SP</i>
<i>Charleston Metro Chamber of Commerce (Charleston)</i>	SEC, JDG, ME
<ul style="list-style-type: none">• <i>Charleston Young Professional (CYP)</i>• <i>GLBT Market Workshop</i>	
<i>YWCA (Charleston)</i>	
<i>College of Charleston (Charleston)</i>	SW
<ul style="list-style-type: none">• Diversity office- C. Morales	
<i>Jewish Community Center (JCC) Charleston</i>	SW, BRH
<i>SC State Legislature – Tri-County Delegation (State)</i>	
<ul style="list-style-type: none">- Meet with tri-county legislators to discuss GLBT issues and educate	MS

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)	
Stonewall Democrats	
Log Cabin Republicans	
-10 Ways to Change the World list: No contribution too small, celebrate success	JB, BT, BRH

2. Media Campaign (September/October/November)

Plan, Budget, and Message to be set by Media Committee

JB, CG, SEC, BT, MS,
JRG
8/1/08

Some possible projects are listed below:

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

Multi-organizational PSA

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

4. Religious & Spiritual – Support, Education, Influence

ADORASO

MS

5. GLBT Film Festival – In progress

SC, SW, JB
10/10/08

6. Acceptance without Exception Campaign

- Develop 4-5 point case statement
- Speakers Bureau

JB, JAG, BT

7. Survey and pick-out straight folk

-Articulations (why they care/importance of human rights)- Share their stories. Edit too.

JAG, SEC, JB