

Birthright of Charlotte Strategic Plan

Mission: Birthright's Mission is to offer friendship, love and support during a time when they may feel overwhelmed and stressed.

Vision: To be the leader in providing quality resources to those facing an unplanned pregnancy through confidential and non-judgmental whole person care in the Charlotte Region.

Clients

Serving those facing an unplanned pregnancy in a caring and loving way to enable them to give birth to a healthy child.

- Provide pregnancy tests and compassionate active listening
- Provide basic needs
 - o Baby clothing and healthcare items
 - o Community resources
 - o Last \$50 Program
 - o Maternity clothing
- Education
 - o GED
 - o Breastfeeding workshop

Community

Build strong partnerships through volunteers, networking, and effective communication.

- Train, equip and retain volunteers
 - o Formal training of Office Volunteers bi-annually or as needed
 - o Volunteer coordinators:
 - Prayer chain
 - Clothing room
 - Baby booties
 - Mother's Day card
 - Social media
 - Volunteer and Board member social events
 - Spring barbeque
 - Thanksgiving meal
 - Property maintenance
 - Public speaking team
 - Talk point script
 - o QR Code on business card directs people to Birthright's volunteer opportunity page
 - o Fatherhood Initiative
 - o Bilingual volunteers
- Build partnerships with churches, schools, businesses, agencies and government
 - o Donors
 - Annual Anniversary / Open House Celebration January
 - Annual Fundraiser
 - Baby Bottle Campaign
 - Increase churches participating by 25% annually

- Baby Showers
 - Off-site at community partner locations
 - On-site
- Volunteers
 - Office and other
 - Internships
- Marketing
 - Billboards
 - Brochure
 - E-Newsletter
 - Radio / TV
 - Public service announcements
 - Snail Mail
 - Speakers bureau
 - Website
 - Social Media
- Community Resources
 - Adoption
 - Counseling
 - Employment
 - Financial
 - Food
 - Housing / Shelter
 - Legal aid
 - Prenatal Care

Board

Practice effective stewardship of resources entrusted to Birthright of Charlotte through transparency.

- Board self-assessment annual review
- Budget annual review
- Recruit new board members, community partners and donors
- Strategic Plan annual review
- Succession planning
 - Program Director initiated in 3-5 years
 - 2-year office volunteer minimum required
 - Executive Director transition in 3-4 years
 - 2-year mentorship by existing Volunteer Executive Director