

## **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 the Sunday after Super Bowl
    - 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 3-4 years
    - 2-year office volunteer minimum required
  - Executive Director transition in 2-3 years
    - 2-year mentorship by existing Volunteer Executive Director