



# Strategic Plan – 2015-2017 (DRAFT)

## Mission

We promote, support, and increase effective volunteerism for positive community impact.

### Sustainability

Development of infrastructure and revenue to support Volunteer Wisconsin.

1. Develop diversified funding plan for long-term sustainability
2. Determine governance structure of Volunteer WI and diversify its membership
3. Establish an annual communication plan to inform the stakeholders on Volunteer WI strategies, activities, and outcomes

### Connect Volunteers

Maintain and continuously improve strategies to support the recruitment and engagement of volunteers statewide

1. Support and expand the usage and functionality of the Volunteer Wisconsin website as a tool to connect volunteers
2. Develop and implement a social media plan, expanding our current use of Facebook and Twitter
3. Develop a reporting system to track volunteers
4. Collaborate with Volunteer Centers and Volunteer Center Association of Wisconsin

### Foster Partnerships

Develop and leverage partnerships in support of volunteerism

1. Identification and ongoing development of collaborative relationships to support and expand volunteerism
2. Develop or partner on volunteer and volunteer manager recognition
3. Convene organizations with an interest in volunteerism

### Promote Volunteerism

Promote Volunteerism in Wisconsin through a comprehensive marketing plan

1. Develop common message of volunteerism
2. Identify a Champion of Service
3. Create and implement communications plan

## Support Volunteer Management Capacity

Assess and build capacity of organizations to engage volunteers

1. Explore the use of the Organizational Capacity Assessment Tool to gather input on the assets and needs of organizations related to volunteerism
2. Review definitions for volunteer data and develop annual process for assessing volunteering in Wisconsin
3. Provide access to volunteer management training and resources
4. Revise and expand the functionality of the Volunteer Wisconsin website as a repository for learning and sharing