

HOT'S VISION/TRACTION ORGANIZER

VISION

Last Updated: 12/05/2022

CORE VALUES	<ol style="list-style-type: none"> 1. Have passion for our community 2. Encourage honesty and integrity 3. Love what we are doing 4. Perform in a fiscally responsible manner 		3-YEAR PICTURE
CORE FOCUS	<p>Passion: To bring people together to provide help and hope for struggling children and families in the West Valley</p> <p>Our Niche: Organizing quality events</p>		<p>Future Date: 12/31/2024</p> <p>Annual Contributions to West Valley: \$120,000</p> <p>Kids Supported: 300</p> <p>QCO Expenses: 58%</p>
10-YEAR TARGET (JUNE 2033)	Contribute \$500,000 back to the West Valley		<p>Future Date: 6/30/2025</p> <p>Committee & Team Members:</p>
MARKETING STRATEGY	CONTRIBUTORS	<p>Target Market: Residents and businesses of the West Valley</p> <p>Three Uniques:</p> <ol style="list-style-type: none"> 1. Arizona QCO 2. Donations stay in the West Valley 3. <p>Guarantee: Donations will be given only to families in the West Valley</p>	<p>What does it look like?</p> <ul style="list-style-type: none"> ● Signature events are defined and repeatable ● More than 150 volunteers who are not from Victory or Verrado ● Sponsorship base has grown by 50% ● Grant process is defined, and grants are being routinely submitted ● SPF process is well defined and positioned to support our long-term growth projections ● Stabilized ● Finely tuned relationship with key marketing partners
	RECIPIENTS	<p>Target Market: QCO Qualified children and families in the West Valley</p> <p>Three Uniques:</p> <ol style="list-style-type: none"> 1. Children and families engage directly with our volunteers 2. Children receive unique gifts that align with their likes 3. <p>Guarantee: Recipients will be showered with gifts during the holidays</p>	
	VOLUNTEERS	<p>Target Market: Residents and businesses of the West Valley</p> <p>Three Uniques:</p> <ol style="list-style-type: none"> 1. 100% volunteer run organization 2. Volunteers engage directly with the children and families 3. <p>Guarantee: Well organized and focused, putting your time to good use</p>	

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1-YEAR PLAN	ROCKS	ISSUES LIST																																																													
<p>Future Date: 12/31/2022 Annual Contributions to West Valley: \$100,000 QCO Expenses: 55%</p> <p>Future Date: 6/30/2023 Committee & Team Members: 100</p> <p>Objectives/Goals for the Year:</p> <table border="1" data-bbox="75 748 701 1040"> <tr> <td>1.</td> <td>Configure Salesforce to support 90% of the Recipient, Events, and Volunteer activities</td> </tr> <tr> <td>2.</td> <td>Increase number of Committee and Team Members by 50%</td> </tr> <tr> <td>3.</td> <td>Host a signature event that generates \$75k in profit</td> </tr> <tr> <td>4.</td> <td>Have 90% of volunteers willing to volunteer again</td> </tr> </table>	1.	Configure Salesforce to support 90% of the Recipient, Events, and Volunteer activities	2.	Increase number of Committee and Team Members by 50%	3.	Host a signature event that generates \$75k in profit	4.	Have 90% of volunteers willing to volunteer again	<p>Future Date: 9/30/2022 Rocks for the Quarter:</p> <table border="1" data-bbox="737 485 1362 1195"> <thead> <tr> <th></th> <th></th> <th>Lead</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>Develop vision for community outreach</td> <td>Carrie</td> </tr> <tr> <td>2.</td> <td>Build out CON & VOL committees</td> <td>Beth</td> </tr> <tr> <td>3.</td> <td>Secure 80% of the PWP sponsor \$</td> <td>Beth</td> </tr> <tr> <td>4.</td> <td>80% response from recipients on the post presentation survey</td> <td>Sloan</td> </tr> <tr> <td>5.</td> <td>Identify 2 measurables for SPF recipient impact</td> <td>Sloan</td> </tr> <tr> <td>6.</td> <td>Submit 5 grants</td> <td>Wendy</td> </tr> <tr> <td>7.</td> <td>Load all current open positions into Volunteer Match</td> <td>Beth</td> </tr> <tr> <td>8.</td> <td>Capture Volunteer impact</td> <td>Beth</td> </tr> <tr> <td>9.</td> <td>Create Jira task for steps needed for the Annual Report</td> <td>Carrie</td> </tr> <tr> <td>10.</td> <td>Create process for the PWP participant tracking in Salesforce</td> <td>Becca</td> </tr> </tbody> </table>			Lead	1.	Develop vision for community outreach	Carrie	2.	Build out CON & VOL committees	Beth	3.	Secure 80% of the PWP sponsor \$	Beth	4.	80% response from recipients on the post presentation survey	Sloan	5.	Identify 2 measurables for SPF recipient impact	Sloan	6.	Submit 5 grants	Wendy	7.	Load all current open positions into Volunteer Match	Beth	8.	Capture Volunteer impact	Beth	9.	Create Jira task for steps needed for the Annual Report	Carrie	10.	Create process for the PWP participant tracking in Salesforce	Becca	<table border="1" data-bbox="1400 427 2026 1203"> <tbody> <tr> <td>1.</td> <td>Volunteer management platform other than Team App</td> </tr> <tr> <td>2.</td> <td>All committees should have teams</td> </tr> <tr> <td>3.</td> <td>Ability to measure success and impact of Sugar Plum Fairies</td> </tr> <tr> <td>4.</td> <td>Ability to measure success and impact of volunteer activities</td> </tr> <tr> <td>5.</td> <td>Contributors committee does not have the necessary resources to complete their tasks</td> </tr> <tr> <td>6.</td> <td></td> </tr> <tr> <td>7.</td> <td></td> </tr> <tr> <td>8.</td> <td></td> </tr> <tr> <td>9.</td> <td></td> </tr> <tr> <td>10.</td> <td></td> </tr> </tbody> </table>	1.	Volunteer management platform other than Team App	2.	All committees should have teams	3.	Ability to measure success and impact of Sugar Plum Fairies	4.	Ability to measure success and impact of volunteer activities	5.	Contributors committee does not have the necessary resources to complete their tasks	6.		7.		8.		9.		10.	
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