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**Introduction**

Big Brothers Big Sisters St. Catharines-Thorold is over 75 years old. Over the last 10 years the demand for services – both Big and Little matches and In-School Programs has grown. In the last two years the demand has surpassed the funding causing the agency to dip into reserves to deliver their vision “every child that needs a mentor has a mentor”.

Key considerations were identified.

Cause is seen as important vs. urgent and deals with root cause vs. symptoms with a longer term “pay out”.

It is unclear what the community sees it needs and how it perceives the BBBS contribution.

Numerous organizations (public service, charities, for profit) serve children with overlap. How can BBBS identify it’s niche, communicate its value and collaborate?

BBBS needs to “connect the dots” on the value it provides. Suggested repositioning needs to be test piloted and validated.

The perception is that as a national organization BBBS receives sustainable funding from sources such as government and head office although this is not the case.

While many agencies receive 35 to 50% of the operating budget from United Way the St. Catharines Thorold Agency receives 10% of it’s operating budget. Several meetings with United Way funding decision makers making a case for increased funding have had no impact.
Methodology and Explanation

The core purpose of the Strategic Plan was as follows:

To identify how to improve sustainability to *match* the market need to the market funding (currently demand for services is outweighing funding) based on current model (National, Regional, United Way).

To identify if the market has the potential currently to fund the demand and if not what should the agency do about it.

To develop a three year road map to follow to provide clarity and focus.

A Strategic Planning Task Force was developed to conduct a deeper enquiry (generative thinking) to first problem frame and then brainstorm relevant solutions.
Overview

The Business Fundamentals model was used as a guideline to inform the process. The Core Values, Mission and Vision were reviewed and were determined to still be relevant to the organization. The Vision was further defined using the Cover Story activity – picturing the agency on the cover of a leading magazine in 2018.

For Market Intelligence the following was completed:

• Review the Top 10 Trends identified by National to determine what is having the biggest impact within the St. Catharine's market and for the agency.
• Conduct a Stakeholder Value Exchange assessment to identify how to better utilize scarce resources (use of time, money and people).

The Strategic Areas defined by National were used to guide the development of initiatives required to better manage the challenges facing the agency.

Key initiatives were identified and prioritized by year to focus efforts and activities.
BBBS Strategic Planning Process

Business Fundamentals

- Statement of Purpose
- Structure
- Strategy
- Market Intelligence
- Vision
- Mission
- Core Values
BBBS Cultural Foundation

Foundation

Your foundation is a resource to help Tourism Burlington stay focused on what matters most. When considering a new initiative it is important to stay true to your core and use your Values, Mission and Vision to guide your decisions. Your Strategic Directions help to categorize and then prioritize what will make the most of your resources and yield the highest return.
Strategic Areas Defined

Strengthen our Leadership
To build strong staff leadership and a governance volunteer base that reflect the values, skills, and experience necessary for our future.

Enhance our Sustainability
To have a movement (nationally and locally) that is fit for this century’s challenges, structured to succeed, and supported by diversified, long-term, and adequate levels of revenue.

Amplify our Voice
To build awareness of the benefits of mentoring – driving greater commitment to mentoring, volunteerism, and supportive public policy

Increase our Impact
To increase our impact by consistently delivering evidence-based mentoring services that intentionally achieve defined outcomes.
<table>
<thead>
<tr>
<th>Deliverables</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BBBS Strategic Focus</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Strengthen our Leadership</strong></td>
<td>• Employee Retention Strategy (in progress) - Employee Survey complete Q4-2015</td>
<td>• Conduct Board Governance Review Q2-4</td>
<td></td>
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<tr>
<td></td>
<td>• Improve hiring + on-boarding process (complete)</td>
<td>• Refine CEO + Dir. Of Programs Roles + Resp. for external focus Q4</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>• Develop Internal Comm + Education Calendar Q2</td>
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<td></td>
<td></td>
<td>• Shift to Accountability based culture Q1+2</td>
<td></td>
</tr>
<tr>
<td><strong>Enhance our Sustainability</strong></td>
<td>• Develop a Grant Strategy + Plan <em>(in progress)</em> Q1-2016 <em>implementation in progress</em></td>
<td>• Develop philinthetic culture Q2+3</td>
<td>• Build right fit strategic relationships and partnerships</td>
</tr>
<tr>
<td></td>
<td>• Develop Shrink to Grow (Sustainable Funding) Strategy + Plan <em>(complete)</em> - <em>implementation in progress</em></td>
<td>• Make it easier for donors to give</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Review &amp; restructure fundraising <em>(complete) Implementation in progress</em></td>
<td>• Improve the Impact of Events</td>
<td></td>
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<tr>
<td></td>
<td>• Conduct a workflow audit <em>(complete)</em></td>
<td>• Steward donors by getting a LITTLE yes before a BIG Ask</td>
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<td></td>
<td></td>
<td>• Public Appeal-Annual Campaign</td>
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<tr>
<td></td>
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<td>• BIG Ask Strategy + Plan</td>
<td></td>
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<tr>
<td><strong>Amplify our Voice</strong></td>
<td></td>
<td>• Develop Marketing Strategy + Plan Q2+3</td>
<td></td>
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<td></td>
<td></td>
<td>• Review + lever Boston Consulting Study findings (use Vancouver’s materials as template) Q3</td>
<td></td>
</tr>
<tr>
<td><strong>Increase our Impact</strong></td>
<td></td>
<td>• Re-positioning</td>
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</table>
2016 Initiatives – Foundation Building

• **Repositioning** - positive impact of quantifying the donor impact ($650 gets a child off the waitlist)

• **Making it Easy(ier) for Donors (and creating capacity)**
  – Web-site (using tested and proven Vancouver template) with bigger emotional connect, call to action, connecting the dots with on-line marketing collateral, tools, tips (Adopt a Program, monthly giving etc.)
  – On-line Event Registration and Receipting Application to replace difficult and buggy Kinterra (bowling is more complex???)
  – DRM (Donor Relationship Management) – additional research is required (national implementing Microsoft Dynamics; various solutions being used by agencies)

• **Improve the Impact of Events (and create capacity)**
  – Event Management Best Practices tool created to develop “lock down” event plan to better focus resources (time, money, people) This includes an earlier start on events to reduce “urgency” and marketing/communications plan
  – Promote on-line ticket sales and registration to better manage the event participant experience (send out materials, agenda etc.) and reduce man hours manually registering, collecting, depositing etc.
  – Leverage Wine Women Style and Golf to build deeper engagement and cultivate the donor relationship through the development of Caring Women Council and Good Guys Group. Asking participants to give monthly to make a bigger impact. Mini events and communication of how their $’s are making a BIG impact will be shared

• **Steward donors by getting a LITTLE yes before making a BIG ask**
  – Break through the “friendship” “non urgent” paradigm by getting potential donors to experience the power of mentoring
  – Ensure all events share a powerful mentoring story and connect the dots
  – Engage event attendees to join the club (Caring Women Council, Good Guys Group for Wine Women and Golf) by making a “trip-wire” ask (under $10 per month) to shift behaviour
  – Provide value by creating mini-events (i.e. High Tea with a Go Girl) that are for club members. Club members can invite a friend and/or Fund Developers can invite prospects to experience the magic of mentoring.
2016 Initiatives – Foundation Building cont.

• **Public Appeal – Annual Campaign (Task Force led by Deb)**
  – Review, develop and vet the key messaging (see positioning and key messaging docs)
  – Solidify target market (alumni, volunteers, community, parents)
  – Identify media (traditional, social) types and requirements
  – Appeal to media for free/discounted space
  – Develop internal communication plan to reassure team
  – Develop an Annual Campaign to follow Public Appeal

• **BIG Ask – Think Tank (Task Force led by Josh)**
  – Develop a Think Tank to inform a plan
  – Review portfolio similar to Brock re Multi Sponsorship etc.
  – Identify WHAT matters most to large donors, positioning cause etc.
  – Develop ASK top 10 or 20 list
  – Develop the ASK approach and process
  – Frank’s ’82 Cadillac Donation – Third Part opportunity

• **Board Governance (Task Force led by Michelle Millar)**
  – Appoint Governance expert to assist the Chair
  – Adopt a dashboard and action items to focus dialogue
  – Review bi-laws
## Strengthen our Leadership

*To build strong staff leadership and a governance volunteer base that reflect the values, skills, and experience necessary for our future.*

At BBBS St. Catharines we want by 2018:

To improve our employee retention from 2 years to 4 years

<table>
<thead>
<tr>
<th>Strengthen our Leadership Strategies</th>
<th>Strengthen our Leadership Considerations</th>
</tr>
</thead>
</table>
| 1. To develop an Employee Retention Strategy and Plan within Programs (and Fundraising??) | 1 a) Create 5 year career path that links expectations/performance to compensation including skills, value add projects, title (i.e. Junior Caseworker, Senior Caseworker, Master Caseworker), compensation.  
1 b) Create a point system that lists value add projects; strengths or skills required and provides points upon completion. Points are linked to $ compensation and/or other incentives.  
1 c) Lever volunteers to coordinate little events.  
1 d) Get a bank of unpaid or paid students or temporary workers for the “high season” in fundraising and in school programs season.  
1 e) Hire more mature employees that have roots in the community and/or want meaningful work as a second career. |
| 2. Improve the hiring and on-boarding process. | 2 a) Lever assessment tools; performance sample and/or HR expert for hiring.  
2 b) Reduce managements time in on-boarding process by levering team experts, job shadowing, checklists and testing, on-boarding document. |
| 3. Change the current Management Structure to create capacity for the CEO and Director of Programs to be externally focused on relationship building vs. internally focused on people management. | 3 a) HR (including performance) and Admin related employee management responsibilities to move from the CEO and Director of Programs to the Office Manager.  
3 b) Mgmt “expert” to provide content related expertise. |
| 4. Shift to an accountability based culture. | 4 a) All employees to develop quarterly Personal Performance Plan.  
4 b) All employees to monthly review plan, targets etc. with direct supervisor. Management team to review their own plan with each other.  
4 c) Leadership and Management to develop behavioural norms and rank each other and staff monthly to ensure fit and engagement.  
4 d) Develop a progress tracker or scorecard to communicate and track progress. Quarterly all employees to communicate Personal Performance progress to management team and/or board. |
Strengthen our Leadership

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</table>
| 5. Develop an internal communications and education calendar. | 5 a) Weekly – project tracker review with supervisor or team meeting; management up-date e-mail  
Monthly – Team continuous improvement meeting; Management behavioural ranking  
Quarterly – Organizational Town Hall with Strategy up-date/progress  
Education – Quarterly hard or soft skills training  
Board – Board meetings; Annual Strategy Off-site; Annual Performance Commitment |
| 6. Conduct a Board Governance review and align to best practices. | 6 a) Review the current Board Commitment plan and process conducted by Chair and Vice Chair and tweak if necessary. |
Enhance our Sustainability

To have a movement (nationally and locally) that is fit for this century’s challenges, structured to succeed, and supported by diversified, long-term, and adequate levels of revenue.

At BBBS St. Catharines we want by 2018:

Maintain a balanced budget with no additional deficit

<table>
<thead>
<tr>
<th>Enhance our Sustainability Strategies</th>
<th>Enhance our Sustainability Considerations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. To build “right fit” strategic relationships and partnerships to better serve the community and key stakeholders and achieve our vision and plans for growth.</td>
<td>1 a) Develop a vetting tool with clear criteria to assess fit and probable return on time invested. Initially conduct an energy audit to gauge if relationship gives or takes energy.</td>
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<td></td>
<td>1 b) Develop collaboration frameworks to focus conversation and fast track knowledge transfer and alignment.</td>
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<td></td>
<td>1 c) Prioritize key relationships, assign lead, timeline and develop communication tools (models, PPT, collateral etc.) Set aside X days per month for meetings.</td>
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<td></td>
<td>1 d) Develop charity matrix with core competency of other charities serving children to better clarify BBBS niche and possible partnerships.</td>
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<td></td>
<td>1 e) Develop agency “sharing” model for regional joint events with finders fee, coordination fee, etc.</td>
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<td></td>
<td>1 f) Determine value and methodology of advocating to revamp the national federated model.</td>
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<tr>
<td></td>
<td>1 g) Determine if sharing resources model is viable with similar size and aligned agencies.</td>
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<tr>
<td>2. Develop a Grant Strategy and Plan</td>
<td>2 a) Invest in grant writing software.</td>
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<td></td>
<td>2 b) Lever Brock Students to assist with writing, etc.</td>
</tr>
<tr>
<td>3. Develop a Sustainable Funding Strategy and Plan</td>
<td>3 a) Review current and potential funding category mix.</td>
</tr>
<tr>
<td></td>
<td>3 b) Identify how to make up the United Way short fall short term and potential funding replacement long term.</td>
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</table>
Enhance our Sustainability

To have a movement (nationwide and locally) that is fit for this century's challenges, structured to succeed, and supported by diversified, long-term, and adequate levels of revenue.

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<tbody>
<tr>
<td>4. To review and restructure Fundraising to reduce low return activities.</td>
<td>4 a) Strategy – all events are put through event return tool to gauge viability and renewal; Team has clear targets and tracking system with monthly target review (consider linking compensation to revenue target) People – ensuring team is focused on high return opportunities and low skill tasks are highly systemized, leveraging technology and/or performed by volunteers (including co-op/interns, outsourced contractors or temporary workers. Develop a skills based approach to recruit and match volunteers. Identify admin activities that could be better assigned to an admin role Technology – Lever technology for duplicate, repetitive tasks including a CRM database that is easy to use, automated and integrated; on-line event mgmt through Smart Sheet, on-line event marketing, registration such as Eventbrite. Option to donate if unable to attend. with amount linked to outcome. Develop on-line “self serve” donor platform to make donating easy. Ensure all participants contact info is captured (including e-mail) for database. 4 b) Processes – checklists, templates and forms are reviewed and developed; marketing is linked to the event.</td>
</tr>
<tr>
<td>5. Develop a philanthropic culture that grows Annual Giving, Major Giving, Campaign Giving and Planned Giving</td>
<td>5 a) Develop a Donor Stewardship Strategy and Plan. 5 b) Lever current donors to give more, more often through targeted seasonal communication. 5 c) Identify how to continue connecting with Alumni - past Littles, Bigs and Board members to engage them to be donors and advocates 5 d) Strategize on how to better lever In School programs through School Sponsorships, School Funding sources, etc.</td>
</tr>
</tbody>
</table>
**Amplify our Voice**

*To build awareness of the benefits of mentoring – driving greater commitment to mentoring, volunteerism, and supportive public policy*

At BBBS St. Catharines we want by 2018:

To be known and perceived as an important cause worth investing in

<table>
<thead>
<tr>
<th>Amplify our Voice Strategies</th>
<th>Amplify our Voice Considerations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. To create a Marketing Task Force (with employees and strategic volunteers) to link the new positioning to a Marketing Strategy and Plan.</td>
<td>1 a) Conduct a focus group and/or surveys/interviews with the community/key stakeholders (use Brock students to conduct) to identify what matters most, how the BBBS brand is perceived, test pilot new positioning, etc.</td>
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<tr>
<td></td>
<td>1 b) Identify how to combat that the cause is perceived as important but not urgent.</td>
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<tr>
<td></td>
<td>1 c) Review and up-date key messaging and the PR, Community, Government Relations Strategy and Plan.</td>
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<td></td>
<td>1 d) Develop a series of photos with caption and stat. Consider using real littles and include their story (similar to UNICEF rebrand).</td>
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<tr>
<td></td>
<td>1 e) Develop the donor profile/persona (see UNICEF example in Breakthrough Non-profit Branding book).</td>
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<tr>
<td></td>
<td>1 f) Create a funding pie chart to educate stakeholders on lack of sustainable funding challenge.</td>
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<tr>
<td>2. Review the Boston Consulting Study (return of $18 to community) to explain and site examples in easy to understand language. Validate credibility.</td>
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</table>
Increase our Impact

To increase our impact by consistently delivering evidence-based mentoring services that intentionally achieve defined outcomes.

At BBBS St. Catharines we want by 2018:
Maintain our solid reputation with key stakeholders (schools, school board, M of Ed)

<table>
<thead>
<tr>
<th>Increase our Impact Strategies</th>
<th>Increase our Impact Considerations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Research joint partnership grant opportunities with school boards.</td>
<td>1 a) Identify if they need help writing grants.</td>
</tr>
<tr>
<td>2. Investigate how to reduce “couple” recruiting risk and how to better target male mentor volunteers.</td>
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<tr>
<td>3. Develop a community children support matrix that plots public service, charity and for profit services, expertise, and outcomes to better understand BBBS niche and how it fits into the big picture.</td>
<td>3 a) (Replicate from Enhance our Sustainability)</td>
</tr>
</tbody>
</table>
Appendices

On the Cover of McLean’s Magazine 17
10 Trends for BBBS Explored 18
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Stakeholder Value Exchange 20
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Suggested Positioning 23
Suggested Outcome Positioning 24
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Making a BIG Impact
How mentoring youth pays BIG dividends!
(includes photos of littles and bigs – two matches; male and female)

Growth from Little to BIG
2003 – 3 programs - 200 kids
2014 – 6 programs – 1100 kids
2020 – 10 programs – 2000 kids
Lowest cost per match ratio
Best value for your donor dollar

Measures of Success
Where are they now!
Littles who are making a BIG Impact

“and they did it in the early days without sustainable funding. They now have created sustainable funding”
10 Trends for BBBS Explored: Environmental Scan

1. Demographic Shifts: The Changing Face of Canada
2. The Changing Canadian Family
3. Children and Youth: Challenges and Issues
4. The Changing Volunteer
5. “Everybody’s Doing It”: Crowding in Mentoring
6. The Push to Partner
7. It’s a Wired World: Pervasive Impacts of Technology
8. Shrinking Government: Impact on Dollars and Services
10. “Show Me the Numbers”: Accountability & Transparency

Trends likely to have the biggest impact have been bolded
## Market Intelligence

<table>
<thead>
<tr>
<th><strong>Internal Focus</strong></th>
<th><strong>External Focus</strong></th>
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<tbody>
<tr>
<td><strong>Increase our Impact</strong> <em>(Programs)</em> 1,2,3,4,5,6,8,10</td>
<td><strong>Amplify our Voice</strong> <em>(Brand/Mktg)</em> 2,3,4,5,6,7,8</td>
</tr>
<tr>
<td><strong>Strengthen our Leadership</strong> <em>(Skills Dvlmpmt of Staff/Board/Volunteers)</em> 3,4,5,6</td>
<td><strong>Enhance our Sustainability</strong> <em>(Funding)</em> 1,2,4,5,6,7,8,10</td>
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**In which Strategic Area will the 10 Trends influence results?**

**Which Trends will have the biggest impact?**
Stakeholder Value Exchange  
(completed in excel document entitled BBBS CS Value Exchange Oct. 2014)

Below is a recap of the process used with key stakeholders as follows:

- Partners and Influencers
- Funders
- Service Delivery
- Direct Benefactors
- Indirect Benefactors

Value Exchange: Is what we are getting and what the Stakeholder is giving equal, or are we giving more or less? If we are giving more than we are getting it is not sustainable and we need to determine what we need to do to make it equal or if we need to cycle out of the relationship.

What we give/get: Clarifying the give and get articulates your value exchange and can be used as a guideline to survey or interview stakeholders to make sure they see things the same as you do.

Circles of Control: Identifying if you have Control, Influence or No Control over the Stakeholder Relationship and Value helps to clarify where you should invest your time and effort.

Our Resource Investment: Knowing what resources (time, money, people) you are investing to provide Stakeholder Value helps you gauge the sustainability and viability.

Our Improvement Opportunities: Identify how we could provide more Value by improving our Strategy, Processes, Technology, and People.

Our biggest Challenge or Opportunity: Where could we best focus our efforts with this Stakeholder?
## Stakeholder Segments

<table>
<thead>
<tr>
<th>Partners and/or Influencers</th>
<th>Funders</th>
<th>Service Delivery</th>
<th>Direct Benefactors</th>
<th>Indirect Benefactors</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>Fund Dev. Team</td>
<td>Programs Team</td>
<td>Schools</td>
<td>Community</td>
</tr>
<tr>
<td>Regional</td>
<td>Volunteers</td>
<td>Mentors</td>
<td>Kids</td>
<td>Government</td>
</tr>
<tr>
<td>BBBS Agencies</td>
<td>United Way</td>
<td>Volunteers</td>
<td>Parents / Family</td>
<td>Business Community</td>
</tr>
<tr>
<td>Other Charities</td>
<td>Grants</td>
<td></td>
<td></td>
<td>Peers / Other Kids</td>
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<tr>
<td>Media</td>
<td>Donors</td>
<td></td>
<td>Mentors</td>
<td></td>
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<td>Board</td>
<td>Sponsors</td>
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<tr>
<td>DSBN/Catholic School Board</td>
<td></td>
<td>Participants</td>
<td></td>
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<tr>
<td>Niagara College / Brock University</td>
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<td>Third Party</td>
<td></td>
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<tr>
<td>Ministry of Education, Regional Gov., Public Health</td>
<td>Social Enterprise</td>
<td></td>
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<tr>
<td>Strategic Areas</td>
<td>Increase our Impact</td>
<td>Amplify our Voice</td>
<td>Strengthen our Leadership</td>
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<tr>
<td><strong>Definition</strong></td>
<td>To increase our impact by consistently delivering evidence-based mentoring services that intentionally achieve defined outcomes.</td>
<td>To build awareness of the benefits of mentoring – driving greater commitment to mentoring, volunteerism, and supportive public policy</td>
<td>To build strong staff leadership and a governance volunteer base that reflect the values, skills, and experience necessary for our future.</td>
<td>To have a movement (nationally and locally) that is fit for this century’s challenges, structured to succeed, and supported by diversified, long-term, and adequate levels of revenue.</td>
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<tr>
<td><strong>Agency Current Status Ranking</strong></td>
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<tr>
<td><strong>Key Stakeholders</strong></td>
<td>Traditional - Bigs, Littles, Parents In School – Principal, Volunteers, Kids, Parents</td>
<td>Local Media Politicians – MP, MPP, City, Regional - Councillors, Mayor Associations</td>
<td>Board Staff Co-op Students Big Volunteers In School Volunteers Event Volunteers</td>
<td>United Way Donors Social Enterprise (Gold Rush) Sponsors Event Participants Third Party Grants</td>
</tr>
<tr>
<td><strong>Key Strategy</strong></td>
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<tr>
<td><strong>Goal/Critical Success Factors</strong></td>
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<tr>
<td><strong>Possible Success Measures</strong></td>
<td># served satisfaction rating</td>
<td># of exposures/impressions</td>
<td># of volunteers Satisfaction rating</td>
<td>$ generated/% increase</td>
</tr>
<tr>
<td><strong>Key Staff</strong></td>
<td>Director of Programs Case Workers</td>
<td>Public Relations</td>
<td>Board Chair CEO Office Manager</td>
<td>CEO Fund Development Director of Programs</td>
</tr>
<tr>
<td><strong>Key Volunteers</strong></td>
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<tr>
<td><strong>Decision Making Criteria/Tools</strong></td>
<td>TBD.</td>
<td>TBD</td>
<td>TBD</td>
<td>Event ROI Calculator</td>
</tr>
</tbody>
</table>
Suggested Positioning

Purpose: To build awareness of the benefits of mentoring – driving greater commitment to mentoring, volunteerism, and supportive public policy

Methodology: use Head - $ return statistic; heart – feel good emotional connect; hand – call to action to connect the dots

Being a child today is tough. The world has become much more complex. Navigating it without hope can be devastating. It leads to low self-esteem that manifests in ways none of us feel comfortable talking about. Bullying, dropping out of school, acting out with risky behaviour. In the short term this leads to incarceration, teen pregnancy, teen welfare. In the long term it leads to an impoverished community, one that fails to achieve high social and economic prosperity.

It doesn’t have to be this way.

Big Brothers Big Sisters mentoring changes the life of a child and provides them with hope. It fosters resilience critical in today’s increasingly complex world. It deals with the root cause not the symptom so the result lasts a lifetime. Imagine, for every dollar spent there is an $18 return to the community*. Invest in a child today. Give to Big Brothers Big Sisters St. Catharines and give a child hope today for a brighter community tomorrow.

Suggested Outcome Positioning

*Mentoring builds Self Esteem*

*Self Esteem fosters Self Reliance*

*Self Reliance creates Prosperity (Prosperous Communities)*

*Big Brothers Big Sisters have the answer. Are you willing to invest in it? (be a part of it)*

*Donate. Mentor. Volunteer. Sponsor. Participate*
Suggested Campaign

For a campaign similar to Unicef (with a well known person preferably a current or past little or big or board member etc.):

Headline:

I believe 100 percent.

(photo of well known person)

Sub Headline:

I believe 100% of today’s youth deserve prosperity. I recognise self reliance is key. I understand self esteem is critical. I know mentoring is the answer. I’m investing in Big Brothers Big Sisters.

Body Copy:

Today X percent of youth suffer from low self esteem. At Big Brothers Big Sisters our goal is for 100% of youth to believe in themselves and their abilities. We know mentoring changes lives. I am a Big Brother and (insert the person’s story here) and close with an ask!!!