**Friends of XXXX**

**Address, Phone #, Website**

**Logo (if available)**

**Five-Year Action Plan 2021-2026**

**Vision Statement:**

**Mission Statement:**

**SWOT Analysis results (optional):**

|  |  |
| --- | --- |
| **Strengths:** | **Weaknesses:** |
| **Obstacles:** | **Threats:** |

**5 Year Plan Goals and Objectives:**

* **Introduction to Goals** 
  + Based on discussions with board, park/site managers & staff, SWOT analysis, etc.
* **Fundraising Goals**
  + ***Goal + action items w/ start and end dates-consider:***
    - Are you expecting, applying for, or seeking any grants?
    - What donations are you expecting? Will you be doing any donation drives?
    - What are you expecting as far as membership dues? Will you be hosting membership drives?
    - What are your expected gift shop sales? Will you be selling new product?
    - Additional Fundraising Action Items
* **Programming & Events Goals**
  + ***Goal + action items w/ start and end dates-consider:***
    - What regular events/ programs do you host and will these continue?
    - Are you considering hosting or actively planning new events or programs?
    - Will there be changes to regular events?
    - Additional programming & events action items
* **Marketing & Promotion**
  + ***Goal + action items w/ start and end dates-consider:***
    - How will you be using social media to highlight or advance your organizational goals?
    - Will you be creating or continuing any print publications?
    - Are you planning any changes or add-ons to the website and at what cost?
    - Additional Marketing & Communications Action Items
* **Communications Goals**
  + ***Goal + action items w/ start and end dates-consider:***
    - How will you inform members & donors about your current and future work?
    - Developing any publications or reports?
    - How will you foster regular, positive communication with your park/site manager?
* **Additional Projects (Dates)**
  + ***Goal + action items w/ start and end dates-consider:***
    - How will your group be involved in any capital projects on site?
    - Is there any construction or maintenance projects planned that will impact your site or group?
    - What specific construction or maintenance projects is your group planning?
    - Additional Projects Action Items
* **Other (Dates)**
  + ***Goal + action items w/ start and end dates-consider:***
  + Any other goals & objectives you would like included or would like to discuss with you park/ site staff