

Category	Goals (what we want)	Strategy (how we get there)	Tactics (steps)	Execution
Membership	<ul style="list-style-type: none"> • Increased membership total and rate of growth of membership: target 50% increase in 3 to 5 years. • More diversity- minorities, women, millennials, LGBTQ • More influence/more visibility 	Outreach - get people interested in NoVES (check us out)	<ul style="list-style-type: none"> • Identify target audiences: families, activists, etc. • Target messaging to diverse segments through multiple channels • Create broad range of content to diverse audience segments via Adult Enrichment, Civic Action, Sunday School, etc. • Interact/engage w/organizations sharing our values on initiatives reflective of our values • Recruit, train, and promotion of Officiants/Wedding Services 	<ul style="list-style-type: none"> • Member contacts in select organizations • Website, social media • Budget for advertising • Printed materials • Event volunteers • Organizations sharing our values • Leader • Committee Members • Volunteers
Membership	<ul style="list-style-type: none"> • Connect with visitors to explore possible membership. • Quick assimilation of new members into the society. • Management of the onboarding process 	Intake - get visitors to become members	<ul style="list-style-type: none"> • Host newcomer/visitor events and classes • Get to know the newcomer and determine their interests • Assign newcomers to another similar long time member (buddy) 	<ul style="list-style-type: none"> • Leader • Committee Members • Volunteers
Membership	<ul style="list-style-type: none"> • Minimize membership attrition rate • Ensure members remain through life cycle (from child to senior) 	Retention - ensure continuous active engagement by existing members	<ul style="list-style-type: none"> • Develop diverse segment activities (Youth & Adult Learning, Civic Action, Cultural, Social, Caring & Support) 	<ul style="list-style-type: none"> • Leader • Youth Programs/Sunday School • Committees • Volunteers
Society Governance	<ul style="list-style-type: none"> • Ensure day to day activity coordination across the Society • Nurture succession process for key leadership roles 	Establish Executive Team to manage day to day administrative functions of the Society	<ul style="list-style-type: none"> • Recruit & groom potential society governance successors • Confirm Executive Team vs. Board responsibilities • Consider Co./Asst. Officers, etc. to facilitate above 	<ul style="list-style-type: none"> • Leader • Board Members • Committee Members • Volunteers
Resources	<ul style="list-style-type: none"> • Maximize Financial Resources • Maximize Volunteer Engagement • Maximize Staff (Leader, DEE, & Administrative Support) Resources 	Establish Budget, Staff, & Volunteer priorities	<ul style="list-style-type: none"> • Budget Planning (short term & long term) • Encourage & Recruit for Volunteer engagement targeted to individual volunteer interests • Confirm, communicate, & prioritize Staff responsibilities and expectations 	<ul style="list-style-type: none"> • Pledges • Fundraising • Officiant Services • Donations • Volunteers • Leader • DEE • Administrative Support