

**Northern Virginia Special Olympics
Area 26 Council**

Goals for the 2009/2010 Fiscal Year

I. Continue to Build a Stronger Volunteer Team by Communicating Often & Effectively & Building a Culture of Continuous Improvement

1. Council members set the example
 - a. Each Council member accepts a leadership role in one or more areas of the organization. We will build the team by leveraging each of our strengths and by providing the tools needed to succeed.
 - b. Continue to communicate frequently among Council members, volunteers, supporters, athletes, and SOVA in a timely manner.
2. Focus the Efforts of the Council
 - a. The Council business meetings will focus on general information, short reports from sub-committees and chairs and other specific issues deemed to warrant our attention. Council meetings will last 1 hour and efforts will be made to ensure telephonic access to meetings and timely distribution of minutes.
 - b. Sub-groups of the Council will manage many of the daily affairs of the organization. For example, sports coordinators will regularly report to the Seasonal Sports Director, not the Council.
 - c. The Council is a planning, policy and leadership group. Policy and/or strategic issues raised by the sub-committees will be brought to the council and addressed there.

II. Implement a Successful Fundraising Strategy to Support the Programs

1. Continue to build the committee.
2. Identify all donors/contributors and assign a point of contact to develop the relationship.
 - a. Obtain a donor/contributor for every sport that supports at least 50% of the annual budget.
 - b. Develop a process to involve all sport coordinators in the fundraising process.

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3. Consider the utility of using direct mail marketing to pursue individual donors.
4. Annually recognize the support of the donors (gift and/or letter)
5. Develop a team to focus on SOVA fundraising events (i.e. polar plunge, torch run, plane pull, make the point).

III. Focus on the Recruiting of New Athletes for Our Programs (Pat, Nancy)

1. Maintain a database of athletes.
2. Aggressively recruit new athletes and volunteers.
 - a. Initial getting the word out and subsequent Follow up to determine interest level.
 - b. Develop flexible protocols to get athletes linked up with coaches/teams (e.g. convenient sites, compatible age group, skills level, sub-dividing teams, etc.)
3. Provide athletes/volunteers with the assistance and tools to be successful.
4. Build alliances with other organizations (e.g. ARC of NOVA, etc).

IV. Focus on the Initiation of New Volunteer Relationships (Kristin, Bernie)

1. Build a team of volunteers by making it an enjoyable experience. Consider approaches to manage the process of getting new volunteers through the system.
2. Need to develop systems to manage volunteer activity throughout the season and to ensure that both the desires of the volunteers and the needs of our program are met.
3. Locate and train Seasonal Sport Directors

V. Continue Building Relationship with SOVA

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1. Continue building the relationship with North Section Director and local fundraising staff to achieve our goals.
2. Build a relationship with Richmond staff. Provide positive and constructive feedback to our state organization and be an active participant in state activities.
3. Attend leadership conference and participate in working groups to improve the programs for athletes and volunteers.

VI. Strategic Partnerships (Pat)

1. Form a committee to implement the partnership with GMU. (*Committee needs to include development, program, Council representation and the Potomac Region Director.*) Develop and prioritize goals. Develop implementation plan and schedule. Need to coordinate with other organizations, supporting people with intellectual disabilities, who also have a partnership with GMU.
2. Form a committee to implement the partnership with the Knights of Columbus councils in Northern Virginia. (*Committee needs to include development and program. Hopefully, we can recruit one or more of our parents, who are also members of the K of C to lead this effort.*) Our goal is to get all the local KofC Councils in Northern Virginia involved and have them sponsor one of our major programs, such as bowling and supply volunteers for a bowling competition. Develop and prioritize goals. Develop implementation plan and schedule.
3. Form a committee to implement the partnership with the Civitan Clubs in Northern Virginia. (*Committee needs to include development and program. Hopefully we can recruit one or more of our parents, who are also members of a Civitan Club to lead this effort... Our goal is to get all the Civitan Clubs in Northern Virginia involved and have them sponsor one of our major programs, and supply volunteers for a competition*) Develop and prioritize goals. Develop implementation plan and schedule.
4. Maintain current partnerships
Down Syndrome Association of Northern Virginia (DSANV)
Porto #104 International Order of Alhambra
5. Recruit a group of athletes and volunteers to work on our outreach events.

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6. Start to plan for additional partnerships:
Autism Society of America, Northern Virginia Chapter
Youth Sports organization, such as FPYC, BRYC etc.

HOW WILL WE MEASURE SUCCESS?

1. Continue Financial Stability of the Area.
2. Improved Communication with our Constituents - Create a communication system/culture to better serve our athletes, families, volunteers and community
3. Growth in Our Programs - Athletes are not left on waiting lists or sent elsewhere to train/compete. New athletes and volunteers welcomed and incorporated into the program.
4. Pursuit of at Least One New Partnership with an Organization that Shares Our Focus and Serves the Needs of Our Athletes.
5. Good Working Relationship with North Section Director and SOVA staff