

Our strategic priorities & why they matter

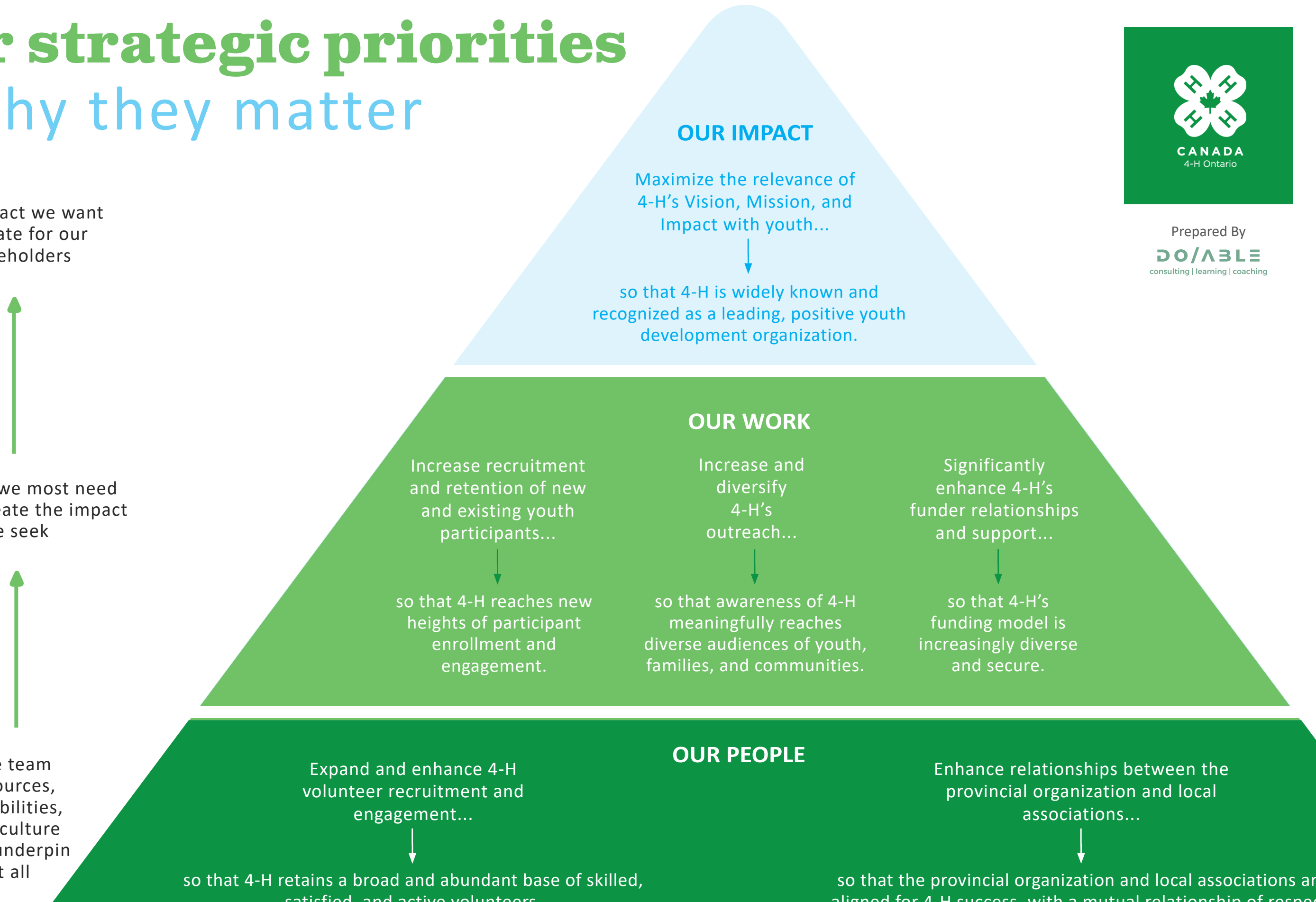


Prepared By
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The impact we want to create for our stakeholders

The work we most need to do to create the impact we seek

The team resources, capabilities, and culture that underpin it all



OUR IMPACT

Maximize the relevance of 4-H's Vision, Mission, and Impact with youth...

so that 4-H is widely known and recognized as a leading, positive youth development organization.

OUR WORK

Increase recruitment and retention of new and existing youth participants...

so that 4-H reaches new heights of participant enrollment and engagement.

Increase and diversify 4-H's outreach...

so that awareness of 4-H meaningfully reaches diverse audiences of youth, families, and communities.

Significantly enhance 4-H's funder relationships and support...

so that 4-H's funding model is increasingly diverse and secure.

OUR PEOPLE

Expand and enhance 4-H volunteer recruitment and engagement...

so that 4-H retains a broad and abundant base of skilled, satisfied, and active volunteers.

Enhance relationships between the provincial organization and local associations...

so that the provincial organization and local associations are aligned for 4-H success, with a mutual relationship of respect, collaboration, and positive regard.

Our strategic priorities & objectives | 2024-26

THE IMPACT WE WANT TO CREATE FOR OUR STAKEHOLDERS

OUR IMPACT

Maximize the relevance of 4-H's Vision, Mission, and Impact with youth...so that 4-H is widely known and recognized as a leading, positive youth development organization.

OBJECTIVES

1. Refresh the 4-H Ontario Vision, Mission, and Values.
2. Define our intended impact and target markets.

THE WORK WE MOST NEED TO DO TO CREATE IMPACT THE IMPACT WE SEEK

STRATEGIC PRIORITY

Increase recruitment and retention of new and existing youth participants...so that 4-H reaches new heights of participant enrollment and engagement.

OBJECTIVES

1. Update youth and family related engagement tools, processes, and opportunities to make involvement with 4-H easier and deeper.
2. Identify and eliminate and/or reduce barriers to participation in 4-H to ensure that youth from all walks of life experience 4-H as welcoming.
3. Encourage and enable current participants to deepen their 4-H engagement beyond their current level of participation.
4. Explore partnership opportunities that allow us to enter new settings.

Increase and diversify 4-H's outreach...so that awareness of 4-H meaningfully reaches diverse audiences of youth, families, volunteers, and communities.

1. Reframe our image and share our impact and story.

Significantly enhance 4-H's funder relationships and support...so that 4-H's funding model is increasingly diverse and secure.

1. Maintain and enhance relationships with government and other funders.
2. Explore new sources of funding.
3. Engage all levels of the organization in fundraising, from local to provincial.

THE TEAM RESOURCES, CAPABILITIES, AND CULTURE THAT UNDERPIN IT ALL

STRATEGIC PRIORITY

Expand and enhance 4-H volunteer recruitment and engagement...so that 4-H retains a broad and abundant base of skilled, satisfied, and active volunteers.

OBJECTIVES

1. Expand volunteer recruitment.
2. Enhance, support, and encourage a dynamic volunteer base that delivers dynamic programming.

Enhance relationships between the provincial organization and local associations...so that the provincial organization and local associations are aligned for 4-H success, with a mutual relationship of respect, collaboration, and positive regard.

1. Develop a strategy for building shared 4-H knowledge, understanding, and decision-making across 4-H Ontario and local associations.
2. Provide governance support to local associations.



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