

## Board Action Plan

Project: Organization Growth

Last update: 08/11/10

Activity/Task	Assigned to	Target Date	Time H= 1-2 Months M=3 months L= 6 Months	Impact H = High M = Medium L = Low	Effort H = High M = Medium L = Low	Notes/Status
<b>Broaden Reach to the Community</b>	Full Board		M			Board was almost unanimous that outreach to the entire community was important to the success of MFMSM. Outreach efforts to provide a diverse community representation at events, but also in the form of donors and supporters. Visibility in the community is key.
Create way to donate online				H	H	
Money/Funding						
Outreach to competitors and KSO-type groups						
Reflect diversity of comm. In programs and part						
Improved Marketing efforts						
Increase Visibility in the Community						
<b>Create Champions in the Community</b>	Full Board		M	M	M	Interest was show that a group needs to get behind MFMSM and provide a spirit of a champion to further the MFMSM mission.
Outreach to groups such as Fetzer/Isaac						
Develop local group on own						
<b>Youth Outreach</b>	Staff		H	H	M	Youth outreach is already on the verge of starting and the tools sounded to be in place.
Identify ways to reach youth						
Engage youth already interested						
<b>Database / Email List / Contact Info for supporters, attendees, participants, etc.</b>	Staff and Board		L	H	H	This item may take time, but the impact and outreach potential has a high impact on the organization.
Post cards sent to gather contact info from current supporters						
Require additional information from new donors/ supporters/attendees						
<b>Mission Statement Review</b>	Staff and Board		H	H	L	Little effort will go a long way to creating a more conise mission statement.
Review current mission statement						
Wordsmith current statement						
Utilize case statement / elevator speech to feed mission statement development or vice versa						
<b>Brand and Name Game</b>	Staff and Board		H	H	M	Come to agreement around possible name change for the organization and festival.
Discuss name of organization and name of festival						
Come to consensus around new name						
Update bylaws, state, federal if name changes						
<b>Invigorate Committees</b>	Board		H	H	M	Committees need to fulfill their roles as defined by the bylaws.
Create S.M.A.R.T. goals for committees (1-3)						
Engage a high performing board member to chair committee						
Challenge committees to meet more often						
Engage non-Board Members on committee						
Progress reports at board meeting on FUTURE goals						
<b>Involve Board in Fundraising</b>			H	H	H	Extremely vital to the ongoing success of the organization. Create the plan and execute through low risk activities at first
Develop Fundraising Plan						
Implement Fundraising Plan						
<b>Strategic Plan</b>			H	H	H	Create plan and continue to review and use.
Review Strat. Plan from 2002						
Review board retreat info from 2006						
Create SHORT plan from past info with S.M.A.R.T. goals and tied to committees						
<b>Board Development</b>			H	H	M	Filters into many of the goals above. Set continuing education goals and development plans for the board and stick to them.
Take more responsibilty						
Strategic Recruitment of board members						