



Strategic Plan June 2024 - Dec 2025



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theflourishsociety.org



WHAT DOES IT MEAN TO FLOURISH?

To grow or develop in a healthy, especially as the result of a particularly favorable environment.

Mission

To Empower and Equip Women to Flourish Along Life's Journeys.

Vision

We desire women to know they are not alone and feel a sense of belonging so they can live passionately in their purpose. We strive to bring a message of bold love and authenticity as we connect in the communities we serve.



Programs



TOSS KINDNESS

We're all about spreading care and kindness to those in our community! We "toss confetti" and celebrate every season.



GATHER

We are a multi-generational group of women who gather to have fun & FLOURISH together.



BE ROOTED

The heart of our programs begins with a FIRM FOUNDATION in Jesus Christ and living out love + grace in all things we do.



JOURNEY ON

We're building a MENTORING program! It's our hope for all generations of women to find connections and journey alongside each other.



Core Values



toss confetti

Celebrate every season

Hold space for hearing and seeing others



let's chat



make waves

Inspire rippling growth +
connection between women of all ages

With a firm foundation,
live out love + grace



be rooted



journey together

Unite in sisterhood for life

Our Strategic Plan

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Pillar 1

Enhance Visibility and Solidify Purposeful Messaging

We will enhance our visibility and foster deeper community connections by articulating our mission, impact, and stories using compelling, consistent messages across multiple platforms. We will attract a wider audience, deepen engagement with existing members and supporters, and establish a strong brand presence that resonates both locally and nationally.

Key Activities:

1. Identify Key Messages: Determine the core messages that need to be communicated across all platforms to clearly convey the mission and vision of The Flourish Society.
2. Outline Collateral Needs: Identify and develop the necessary collateral for communication including brochures, flyers, digital content, and sponsorship packets to support messaging and branding efforts.
3. Training on Key Messages: Provide training for volunteers and board members to ensure consistent and effective communication of key messages to various stakeholders.
4. Establish Media Relationships and Pitch Key Programming: Build relationships with media outlets and regularly pitch stories and programming highlights throughout the year to maintain media presence and public awareness.
5. Develop Targeted Messaging for Key Audiences: Create and implement messaging strategies tailored to specific audience segments to maximize engagement and impact of communications.

Pillar 1a

Grow our Faith Foundation through Bible Studies

Our Bible study programming will be designed to deepen our connection to faith and community through structured, engaging, and nurturing sessions. We will offer both local and virtual gatherings to ensure inclusivity and accessibility, allowing every woman to join and flourish in a faith-filled environment.

Key Activities:

1. Host Seasonal Studies (Fall, Winter, Spring): Plan and organize Bible study sessions throughout the year, ensuring continuity and engagement from the community.
2. Cultivate Leadership by Recruiting and Training Enthusiastic Community Members: Identify and develop future leaders from within the group who can lead future Bible study sessions, fostering a sustainable leadership model.
3. Establish Partnerships (1-3) for Increased Visibility and Shared Wins: Form strategic partnerships with other organizations to enhance the visibility of the Bible study programs and achieve mutual benefits.
4. Research College Partnerships to Expand Reach to College-aged Women: Explore potential collaborations with local colleges to attract college-aged women, expanding the demographic reach of the programs.

Pillar 1b

Foster Community through Compassion + Connection

We will create a thriving community of women who support and uplift each other through shared experiences and meaningful interactions. We will foster a spirit of generosity and inclusiveness reaching every woman in our community and helping them to connect deeply and grow.

Key Activities:

1. Reimagine and Execute Essential Social Events: Plan and implement social events that have a meaningful impact and serve the purpose of strengthening community ties. [Connect Her, Charcuterie Class, Porch pots, etc.]
2. Reimagine Kindness Initiatives and Events: Build upon what's worked well [Care Baskets, Pedal it Forward, Women Build + Galantine's] and refresh kindness initiatives within the community.
3. Mentorship Program Development: Form and launch committees [R & D and Programs and Events] to research and create a comprehensive plan for a mentorship program that harnesses the potential of nurturing relationships among women.
4. Promote Diversity and Inclusion: Engage experts to guide the development of strategies that ensure all activities and programs are inclusive and welcoming to all women, fostering a diverse community.

Pillar 2

Strengthen Leadership through Board Engagement + Sustainable Staffing

We will recruit a diverse and dynamic Board of Directors, encompassing a broad range of skills and backgrounds to effectively guide the organization's mission. The board will not only reflect the community's diversity in terms of ethnicity, age, and professional expertise but will also embody a deep passion for the society's goals and a commitment to active involvement. This renewed board structure will alleviate the operational pressures currently placed solely on the Executive Director, facilitating better decision-making and a more strategic approach to leadership.

Key Activities:

1. **Enhance Recruitment Strategy:** Using Joan Gary's Board Development matrix, develop a targeted recruitment plan that identifies and attracts individuals with specific skills that are currently absent, such as finance, fundraising, etc.
2. **Outreach:** Leverage industry events, social media, and partnerships to recruit new board members, expanding the board's visibility and appeal to potential candidates from diverse backgrounds.
3. **Board Engagement:** Implement a thorough re-onboarding process focused on aligning all board members with the updated mission, messaging, and values of The Flourish Society to ensure commitment and coherence in board activities.
4. **Change By-Laws:** Amend the by-laws to extend board term lengths to 3 years with up to two renewals, providing stability and continuity in leadership.
5. **Establish Faith Statement and Code of Conduct:** Draft and adopt a Faith Statement and a Code of Conduct for all board members, requiring signatures to ensure alignment with the organization's ethical standards and spiritual foundation.
6. **Consider and implement short-term compensation for Carmen.**
7. **Create a budget and determine a long-term staff compensation model:** Recruit support to establish a budget and determine the beginning pay structure for Carmen.

Pillar 3

Build Financial Sustainability Through Strategic Fundraising

We will establish a robust and diverse financial foundation, leading to long-term sustainability. This multi-stream approach will include contributions from board members, corporate sponsors, consistent monthly donors, strategic individual major donors, grant partnerships, and an annual signature fundraising event. We will build the financial capacity to hire part-time or full-time staff and strategically grow the organization.

Key Activities:

1. Establish a Monthly Giving Program.
2. Develop a Strategic Individual Major Donor and/or Grant Strategy: Develop and execute individual major donor and/or grant requests for 5 prospective supporters, particularly from faith-based funders, aiming to align with those that support the society's mission.
3. Organize a Signature Fundraising Event: Plan one major fundraising event annually, securing substantial corporate sponsorships with a financial goal to significantly boost funding.
4. Develop and Cultivate Business Sponsorships: Actively seek and nurture sponsorships from businesses that align with the society's programming, ensuring that these partnerships are mutually beneficial and supportive of the organization's goals.