

Strategic Priorities 2022-2023

The 2022-2023 Strategic Priorities are the roadmap to guide Humanist Canada over the next 24 months to reflect the changing needs of the organization.

Developed to empower our board, inspire our members, volunteers, staff and Affiliates, the plan builds on the progress made to date in delivering expanded member services and increased programming to Humanist Canada members and the wider community.

The plan is premised on the fact future growth cannot be managed without increased fundraising, paid professional staff and a board focused on good governance.



Goal

A desired result
that we want to
achieve



2022 statement

How we'll know we
have achieved our
goals

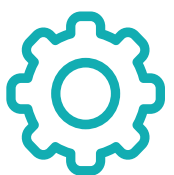


How we plan to do it

A specific
measurable action
to attain a goal

Strategic Priorities

2022-2023



Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6
Develop a sustaining Fundraising Program	Enhance governance structures to reflect the changing needs of the organization.	Increase the diversity of programing offered by the Humanities Program.	Develop a comprehensive member services plan to increase opportunities for member engagement.	Grow our national Humanist Community.	Enhance Humanist Canada's Humanism in Action Initiatives
By the end of 2022...	By the end of 2022...	By the end of 2022...	By the end of 2022...	By the end of 2022...	By the end of 2022...
<p>Increase our monthly donors from 8 to 100.</p> <p>Increase our annual fundraising to support a balanced budget and an Executive Director Position.</p> <p>Establish a professionally run, multi-year fundraising/capital campaign strategy.</p> <p>Establish a planned giving program for bequests, stock donations, insurance, etc.</p> <p>Establish an annual campaign calendar</p>	<p>We will have new governance documents /manual for the Board.</p> <p>Revised HC bylaws to reflect our changing structure.</p> <p>Establish Employee Manual for new and existing staff and contractors.</p> <p>Establish a Policy & Procedure Manual for all organization practices.</p> <p>Transition Board from an operational focus to a Governance Focus.</p>	<p>HC will provide a wider range of programs in addition to our Webinar Series.</p> <p>HC will increase the attendance of programs and grow new audiences.</p>	<p>Our membership will surpass 1000 members.</p> <p>Our membership will be more diverse and more representative across the country.</p> <p>We will establish some standardized process to engage and retain new and existing members.</p>	<p>HC will have fully rolled out our Affiliate program including Chapter agreements and clear benefits for all current and future Affiliates,</p> <p>HC will have Chapter Guidelines included in our revised bylaws as recommended by our legal counsel.</p> <p>Grow our Chapter Program nationally.</p>	<p>The Officiant Program will have a net increase of Officiants.</p> <p>The National Chaplaincy Program will accredit the first Humanist Chaplain serving in the CAF and recruit additional candidates.</p> <p>HC will become more engaged in key campaigns.</p> <ul style="list-style-type: none"> One School System Morgentaler Scholarship September 30th National Day for Truth & Reconciliation <p>HC will embrace a DEI (Diversity, Equity and Inclusion) lens in all of our activities.</p>
How we plan to do it	How we plan to do it	How we plan to do it	How we plan to do it	How we plan to do it	How we plan to do it
<p>Develop the case and story for Humanist Canada fundraising.</p> <p>Inform and educate HC membership of financial needs on a regular basis through newsletters, appeals and Town Halls.</p> <p>Increase our annual fundraising to \$30,000 in Yr 1.</p> <p>Establish a fundraising/capital campaign committee with external professionals.</p> <p>Utilizing fundraising software such as Charity Can</p> <p>Identify potential donors and begin cultivating donor relationship</p> <p>Complete two fundraising campaigns in year 1.</p>	<p>Hire Governance Consultants to assess and advise HC on appropriate Charitable Governance.</p> <p>Establish a Bylaw committee to review current by-laws and propose revised by-laws.</p> <p>Develop a process for by-law consultation with Board and members.</p> <p>All current and new committees will have a Terms of Reference (TOR)</p>	<p>Increase the number and diversity of programs offered.</p> <p>Establish new content areas such as arts and author series, book club, etc, to appeal to a more extensive range of members.</p> <p>Increase volunteer leadership to fulfill the increase programming.</p> <p>Establish a Humanities Program Advisory Committee to assist the program director in shaping the programming.</p>	<p>Segment our member database to provide more focused engagement for new members and other member groups</p> <p>Better utilize our system workflows for engaging members.</p> <p>Establish member on-boarding and exit procedures to improve our member retention rate.</p> <p>Join a "membership" organization to help HC develop informed best practices for growing and retaining our membership.</p> <p>Improve member services delivery through the analysis of member survey data.</p>	<p>Review and finalize Affiliate Agreements and have current Affiliate's sign agreements.</p> <p>Reach out to lapsed Affiliates to sign and promote to new Affiliates.</p> <p>Identify opportunities for growing the Affiliate Program.</p>	<p>HC will deliver two Officiant trainings in 2022.</p> <p>The National Chaplaincy Program will launch its first training in 2022.</p> <p>The Officiant Program will recruit candidates in under-served areas in Ontario.</p> <p>Board will establish committees to oversee key campaigns.</p> <p>HC will formalize a DEI Committee with TOR to guide a DEI culture within the Organization.</p>