



US QUIDDITCH






STRATEGIC PLAN YEAR ONE

FYE 2016

STRATEGIC PRIORITY #1

Shape and grow the sport of quidditch.

YEAR ONE OUTCOMES

-  Develop and publish rulebooks for youth, high school, and intramural levels.
-  Make the USQ website more user-friendly for members and spectators, prioritizing events, safety and training, and team information and resources.
-  Create a plan with staff and stakeholder input to add an additional competitive event to USQ's season.
-  Develop a plan to create separate college and community competitive divisions. All USQ staff and volunteers will be involved in developing parameters that must be met in order for the league to split into two divisions.
-  Grow the number of referees and snitches through increased training opportunities.



Completed



In progress and will be
completed in year two

STRATEGIC PRIORITY #2

Strengthen trust in, and identification with, the US Quidditch brand.

YEAR ONE OUTCOMES

- ✓ Create an organization-wide communications plan to ensure communications are consistent across all channels and not duplicating work or resources.
- ✓ Increase engagement and outreach with spectators, previous ticket buyers, alumni, parents, and donors.
- ✓ Grow social media reach and engagement by posting content that inspires conversation and shares.
- 🕒 Host regular employee office hours and create guidelines for how staff can engage with social media effectively.
- ✓ Increase formal and informal opportunities for our volunteers to connect with staff and each other.

STRATEGIC PRIORITY #3

Ensure US Quidditch is organizationally and financially sustainable.

YEAR ONE OUTCOMES

- ✓ Achieve 100% board giving.
- ✓ Expand our donor base through a targeted fundraising plan.
- ✓ Train volunteers to solicit donations in person at regional championships and the US Quidditch Cup.
- ✓ Increase online and event merchandise sales.
- ✓ Begin soliciting corporate donations.
- ✓ Develop closer and sustained relationships with CVBs, vendors, and university administrations.
- ✓ Recruit two new board members.
- ✓ Ensure clarity in role descriptions, commitments, and expectations for all staff and volunteers.



Completed



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completed in year two

