



# OUTDOOR PLAY THAT TRANSFORMS

WE DREAM. WE JUMP. WE GROW

**STRATEGIC PLAN 2021- 2024**

# STRATEGIC PLAN 10.2021-10.2024



## Our Mission **SHEJUMPS**

### **Outdoor play that transforms.**

SheJumps increases the participation of women and girls in outdoor activities.

Partnering with nature, SheJumps creates safe, educational outdoor experiences for girls and women that nurture growth and transformation.

### **WHY A STRATEGIC PLAN**

A strategic planning process identifies strategies that will best enable a nonprofit to advance its mission. Ideally, as staff and board engage in the process, they become committed to measurable goals, approve priorities for implementation, and also commit to revisiting the organization's strategies on an ongoing basis as the organization's internal and external environments change.

### **THE BOARD'S ROLE**

A strategic plan serves as a roadmap and as a tool for assessing progress. Working side-by-side with staff leadership, the board should play an active and substantive role in developing, approving, and supporting your organization's strategic planning.

### **CREATING OUR NEW REALITY**

This 3-year-view of the organization is not based on current resources, but sets the tone for where we hope to be in the future and further our mission.

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## DEVELOPMENT PROCESS: HOW WE GOT HERE

In November 2020 the ExComm developed a Strategic Plan Dashboard that helped uncover that many of our actionable objectives were not measurable. It accelerated our need to update our Strategic Plan.

The Strategic Planning Committee was formed and formally began meeting April 29, 2021 to develop a new Strategic Plan along with volunteers selected by Claire Smallwood, and staff.

### STRATEGIC PLANNING COMMITTEE MEMBERS

#### BOARD OF DIRECTORS (BOD)

Georgina Miranda, Chair Committee and BOD  
Sandy Chio, Vice Chair BOD  
Andria Huskinson, BOD

#### STAFF

Claire Smallwood, Executive Director  
Robyn Gelfand, Program Director  
Krystal Guerrero, Interim Marketing and  
Partnership Mgr.

#### NATIONAL TEAM VOLUNTEERS

Volunteer Community: 11

#### SUBJECT MATTER EXPERT

Tallie Segel, BOD and DEI Committee Co-Chair

### REVIEW SESSIONS

Sept. 14	Board Meeting
Sept. 16	ExComm
Sept. 22	Volunteer SP
Sept. 20	Staff (3rd)
Sept. 23	ExComm
Sept. 28	Board Review
Sept. 27	Staff (Final)
Sept. 30	ExComm (Final)
Oct. 4	Board Vote
Oct. 6	Complete

# GOAL 1

WE DREAM.  
WE JUMP.  
WE GROW.

Establish a sustainable business model for the future growth of SheJumps.

## ACTIONABLE OBJECTIVES:

- Create a culture of philanthropy to increase donor engagement and support.
- Identify new and enhance existing revenue-producing streams that advance the SJ mission and strengthen our long-term financial health.
- Expand the SJ staff equitably with diverse talent to support the continued growth of our organization.
- Invest resources for the personal development, leadership, and training of SJ staff.
- Center equity as we attract, retain, and support a diverse and dedicated volunteer network to deliver on our mission.
- Implement inclusive safety and risk management best practices that support the organization at all levels.



# GOAL 2

WE DREAM.  
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**Expand  
accessibility and  
inclusivity of SJ  
programs,  
offerings, and  
community for  
girls and women  
of all  
backgrounds.**

## **ACTIONABLE OBJECTIVES:**

- Track, diversify, and innovate the distribution of programming by type, cost, region, level, contracted experts, partnerships to increase accessibility of offerings.
- Establish progression-style programming to support each participant from beginner level to advanced-- helping them expand on their skills, knowledge, and experience throughout their journey.
- Deliver at least 35% of all SJ offerings to be provided at low to no cost to promote accessibility to knowledge, community, and wellbeing for all.
- Establish and/or strengthen community alliances with organizations serving historically excluded communities to deliver joint programming.
- Enhance communications strategy to incorporate inclusive language across all owned channels and offerings.



# GOAL 3

WE DREAM.  
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Broaden  
SheJumps'  
scope to  
include  
Leadership  
and Wellness.

## ACTIONABLE OBJECTIVES:

- Develop strategic partnerships to help us expand our reach and amplify our impact in leadership development and wellness.
- Develop clear ways to measure, evaluate, and communicate the wellness benefits of our programming.
- Expand leadership development curriculum in programs/offerings.



# GOAL 4

WE DREAM.  
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Strengthen our  
commitment to  
environmental  
stewardship.

## ACTIONABLE OBJECTIVES:

- Develop strategic partnerships to help us expand our reach and amplify our impact in environmental stewardship.
- Establish environmental stewardship commitments that can be implemented throughout SheJumps' content, programming, and initiatives.



**SHEJUMPS.ORG**

