

# Virginia Association of Adult 4-H Volunteer Leaders

## Strategic Plan

November 2016 – November 2020

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### **Vision Statement:**

To support and retain Virginia adult 4-H volunteer leaders to strengthen the Virginia 4-H youth development program.

### **Mission Statement:**

To educate and train 4-H adult volunteer leaders so that they can promote and provide support for the Virginia 4-H programs.

### **Goal Area 1: Promotion**

Goal: To make known the purpose, benefits, and opportunities of VAA4HVL.

Objectives:

1. To increase the number of unit reps and alternatives to at least 40 by 2018.
2. To conduct at least one VAA4-HVL presentation to 4-H professionals per year.

Strategies:

1. VAA4-HVL will make presentations during 4-H Symposium and New 4-H Extension Agent training.
2. Develop and maintain an electronic listserv for the purpose of statewide volunteer communication utilizing 4HOnline and historical records from prior conferences.
3. Incorporate options into registration venues that will allow volunteers to list themselves as resources to other units. (Volunteer Speaker Bureau for judges, speakers, classes, teachers, camp volunteers)
4. During webpage redesign, place volunteer tab on top row for better visibility.
5. Update the webpage and resources with current information in various media that allows for distribution (mail or email).
6. Updated brochure for the VAA4-HVL Association.
7. Include senior 4-H members as a marketing strategy to increase membership after aging out of the 4-H program.
8. Develop a social media marketing plan.

## **Goal Area 2: Resources**

Goal: The VAA4HVL will be the premiere organization to provide support and training for Virginia Adult 4-H Volunteers.

Objectives:

1. Review existing needs assessment of 4-H volunteer leaders to provide relevant training.
2. Offer diverse training opportunities based on the needs of volunteers (variety of projects, in-depth learning experiences).

Strategies:

1. Offer Continue Education Units and master track training opportunities
2. Create a membership list and database that lists project areas for the VAA4HVL. List of volunteers and specialization and/or interests to create a database of volunteer resources (speakers bureau). Ask the Expert volunteer edition.
3. Assess the Virginia Cooperative Extension 4-H faculty/staff perception of the value of volunteers.

## **Goal Area 3: Financial Resource Development**

Goal: The Virginia Association of Adult 4-H Volunteer Leaders will achieve financial stability by 2018.

Objectives:

1. Development of a balanced annual budget.
2. Development of a resource development plan.

Strategies:

1. Establish an endowment in the Virginia 4-H Foundation to create annual income.
2. On an annual basis, establish a network of sponsors to support the development of VAA4-HVL.
3. Establish a diverse fundraising plan to include expanded auction opportunities (tea cup, silent, and live auctions).