



Youth Educational Society of Charlotte Strategic Plan

“Affirming Academic Achievement”

OUR MISSION

The mission of the Youth Educational Society, Incorporated, (Y.E.S.) is to advance the ideals of leadership, citizenship, and academic excellence through mentoring programs, educational and public health initiatives and strong collaborative partnerships.

VISION

Cultivate the youth in Charlotte-To not only identify the problem, also provide viable solutions

ENGAGE

Identify community stakeholders-to ensure that the organization remains accountable and to include the community as part of the solution

LEVERAGE

Individual and corporate donations-to achieve measureable and lasting results

MAXIMIZE

Our limited resources-through constant emphasis on accountability, measureable outcomes, and integrity

MISSION MATTERS

Long Term Goals

- Improve communication to provide clear and concise information
- Illustrate how our community benefits from Youth Educational Society
- Improve understanding of the growing needs and increase citizen involvement

Short Term Goals

- Improve the Donor & Volunteer experience
- Improve Community Awareness of who we are and what we do
- Increase Community Engagement in Youth Educational Society of Charlotte

EMPOWERED LEADERSHIP

Long Term Goal

- Continue to change the organizational culture

Short Term Goals

- Develop a Skilled and Trained Leadership
- Develop stronger committees
- Increase BOARD MANAGEMENT
- Increase data and information gathering
- Insure ACCOUNTABILITY AND FINANCIAL TRANSPARENCY

COLLABORATIVE IMPACT

Long Term Goal

Work collaboratively with community partners, businesses, and stakeholders to reach Desired measureable goals and show a return on investment

Short Term Goals

- Provide Easier Access for partners to get desired information
- Reengage prior community partners, businesses, and stakeholders
- Implement asset-based community development plan (Plan to empower the community)
- Align Allocations & Community Needs

DONOR MANAGEMENT

Long Term Goal

- **Improve donor trust, satisfaction, and retention**
- **Improve the overall donor experience and show return on investment**

Short Term Goals

- Increase Sponsorships
- Increase Average Gift Size
- Improve Donor Retention and Satisfaction
- Increase Donor Revenue and relationships
- Increase participation Rates in workplace campaigns

COMMUNITY PARTNERSHIPS

Long Term Goal

- Involve more stakeholders in meaningful and mutually beneficial projects

Short Term Goals

- Develop new Community Engagement Campaigns
- Increase Volunteer Participation and Advocacy

Youth Educational Society of Charlotte's Cycle of Engagement

