



Strategic Directions: 2011 – 2012

Strategic Direction #1: Expand HVO's visibility and recognition.

- Cultivate marketing and communication strategies that will enhance HVO's visibility and reputation.
- Promote brand identity.
- Expand HVO's use of social networking as a means of reaching out to both new and current audiences.
- Identify opportunities to leverage relationships with other organizations.
- Develop tools and resources for members/volunteers to use in "friendraising".

Strategic Direction #2: Strengthen and expand HVO's capacity to place effective volunteers.

- Enhance volunteers' understanding of HVO's mission, vision and values.
- Develop mechanism to facilitate communication between volunteers serving at same site.
- Develop and implement marketing plan for HVO KnowNET.

Strategic Direction #3: Enhance the effectiveness of HVO's programs.

- Develop and implement practical program evaluation component.
- Identify and develop new volunteer opportunities in program support and evaluation.
- Develop alternate mechanisms such as e-learning to cultivate long-term involvement by volunteers.
- Strengthen communications with and recognition of on-site personnel.

Strategic Direction #4: Strengthen HVO's capacity for sustainable growth.

- Cultivate new volunteer leaders and provide training and support to foster their development.
- Expand HVO donor base of individuals, corporations, institutions, professional associations and foundations.
- Develop opportunities to involve "those in training."
- Invest in organizational infrastructure (database, web site, IT) to support growth.

Strategic Direction #5: Develop and expand number of partnerships.

- Identify and partner with key stakeholders.
- Develop and implement strategies for cultivation of new partners.
- Seek opportunities to expand existing partnerships.