

## LouisianaChildren.org Strategic Directions 2015-2017

### WHO WE ARE

As the umbrella association for Louisiana CASA and CAC Louisiana, we serve 33 member programs, in all 64 parishes in Louisiana. Our programs serve over 11,000 children every year and reach over 25,000 families and professionals.

### Strategic Direction 1: Advise and Assist Organization Members

- Provide a Fundraising training for Board Members and participating agencies in the organization
- Identify member needs and provide more training programs through the year
- Develop the Members Only part of the website further – providing more information and frequent updates to the members
- Develop collaboration projects with member organizations

### Strategic Direction 2: Develop Policy, Program and Budget Recommendations to Address Organizational Sustainability

- Actively seek out funding opportunities through partnerships, venture capitalist, and angel investors
- Develop an operational budget with a 6 month reserve
- Revisit recommendations from annual LA Child Well-Being Summit
- Develop the organization's connection with "Child Well-Being" and its mission
- Develop public/private partnerships to create the prevention program
- Develop communication strategy that best informs the public on the directives of the organization
- Educate policymakers on research to affect healthy outcomes for children and families

### Strategic Direction 3: Coordinate Organization Resources

- Develop a stronger volunteer recruitment program with local and national resources
- Restructure current staff to fill the gaps and work in a more efficient environment
- Continue to evaluate board members annually and recruit new members to increase organizational efforts
- Leverage community resources such as colleges and other stakeholders to further our mission

*The mission of LouisianaChildren.org focuses on community supported solutions that build hope and promise for Louisiana's children and families.*

*Our goal is that every child in Louisiana has the opportunity to thrive, and our belief is the best way to achieve that goal is through community programs and involvement of individual citizens.*

