

**Educational Communities Worldwide**

**Strategic Plan**

**Executive Summary**

A global NPO providing support and educational opportunities for students from K-12 through university in under-resourced countries, EduCom offers scholarships, resources, and support for students and their teachers and communities of support. Our 2022 goals are to fund 32 full-ride university scholarships for brilliant but needy students in Ghana, offer virtual education programs in 2 countries,

**Mission**

EduCom unlocks potential for under-resourced students to become impactful global leaders, through access to holistic educational opportunities, resources, and community development.

**Vision**

Educational Communities Worldwide is a global resource providing support and educational opportunities for students from K-12 through university in under-resourced countries around the globe. EduCom offers scholarships, resources, and support for students and their teachers and communities of support.

**Values**

Educational Communities Worldwide is a community of people who agree and live the following values in all our work to fulfill our mission and vision:

• COLLEGIALITY

We share responsibility, ideas, and tools in a spirit of connection, collaboration, and candor.

• INTEGRITY

We hold ourselves to high ethical standards, respect the rule of law and behave honestly and openly.

• RESOURCEFULNESS

We are problem solvers who think creatively, act boldly and learn from our mistakes.

• RESULTS

We are accountable for lasting, measurable impact

**Development Plan: *Attached***

OUR VISIONARY GOAL

The EduCom team has an ambitious goal in 2022, which is to offer a full-ride university scholarship to 32 students in Ghana – two students from each of the 16 regions of the country – for their complete degree courses. Our work does not stop here. In the next five years, we aim to double or even triple our impact by expanding our programs to ten countries.

CASE FOR SUPPORT

NEEDS STATEMENT

2021 IN REVIEW

Amount of funds raised from Oct 1, 2020 to Sep 30, 2021

Budget US$103,850

Actual US$26,944

Variance ($76,906)

DEVELOPMENT ACCOMPLISHMENTS, 2021

• Replaced our donor database, FundHero, with Google Sheet to save costs • Subscribed to Later, an all-in-one social marketing platform to publish content on social media, and ultimately to communicate with EduCom’s supporters in a consistent manner

• Recruited the Chief Development Officer and three interns to support EduCom’s fundraising and donor communication efforts

REVENUE GOAL January 1 – December 31, 2022 - US$140,000

Income Sources US$

Donations 40,000

Donations – Amazon 10,000

Donations – Microsoft 20,000

Board Member Donations 4,000

Donations – Online 5,000

Donations – Annual Outreach 1,000

Board Member Mini-Fundraisers 20,000

EduCom Annual (Virtual?) Event 30,000

Foundations & Other Corporations 50,000

*Board Member Donations*

Target Audience All board members

Fundraising Goal US$250+ contributions per board member

Total funds raised: US$4,000

Timeline Receive donations from all Board members by Dec 31, 2022 (final goal date: Mar 31, 2023)

Action Plan

First outreach email including payment options on Oct 1, 2022

First reminder emails on Nov 1, 2022

Second reminder email on Dec 1, 2022

*Donations – Online*

Campaign #1: ‘Sponsor an EduCom Scholar’ Campaign

Target Audience: EduCom’s social media followers

EduCom’s volunteers

Fundraising Goal One fundraiser per month with an average of US$500 raised Total funds raised: US$2,500

Campaign Period May – Aug 2022

Campaign #2: Giving Tuesday 2022

Target Audience: EduCom’s social media followers

EduCom’s volunteers

Fundraising Goal US$2,500

Campaign Period Nov 2022

Action Plan

Volunteer recruitment The Executive team will build a volunteer team of at least five people by to support its year-round campaigns and

programs by Jun 2022.

Post volunteer recruitment ads on the following platforms by April 2022 More Board Meb

• VolunteerMatch

• Idealist.org

• LinkedIn

• College internship programs

o Volunteer roles to recruit:

• Data management

• Fundraising

• Graphic design

• Marketing & Communications

• Project management

• Social media

• Web design

Start interview process in May 2022

Boosting peer-to-peer fundraising effortsThe Executive team will develop resources and activation tools to activate EduCom’s volunteers and social media followers to be brand ambassadors, and ultimately fundraisers by May 2022.

o Optimize EduCom’s donation page to provide a seamless user experience o Look for a peer-to-peer fundraising platform with highly customizable features, allowing our volunteers to tell their own stories

o Provide EduCom’s volunteer fundraisers with tools to reach out and make an ask:

• Sample emails

• Sample fundraising pages

• Sample social media posts

• On-brand campaign images

• Stories

• Videos

• Contact information for key staff

Encourage and inspire EduCom’s volunteer fundraisers with:

• Regular updates on how the campaign is going

• Social media shout-outs

• Stories of the impact our volunteers helping to make

*Donations – Annual Outreach*

Target Audience All members of EduCom community – email list Fundraising Goal US$1,000

Timeline TBD

Action Plan TBD

Donations – Amazon

Target Audience

Fundraising Goal US$10,000

Timeline TBD

Action Plan TBD

Donations – Microsoft

Target Audience

Fundraising Goal US$20,000

Timeline TBD

Action Plan TBD

*Board Member Mini-Fundraisers*

Target Audience All board members

Fundraising Goal US$1,700+ contributions per board member

Total funds raised: US$20,000

Timeline Ongoing

Examples of Mini-Fundraisers

• Marathon

• Walkathon

• Birthday party or Facebook fundraiser

• Holiday party

• Video challenges

Action Plan

• Announce mini-fundraiser initiative to the Board by the Fund Development Committee in March 2022

• Begin Mini Fundraisers by May 2022

• Complete by July 2022

*Email outreach by the Executive team every two months*

Support from the Executive Staff Team

Once a Board member agrees to take on a mini-fundraiser, the Executive staff team will provide the following materials to the Board in support of their fundraising efforts: • Case for support

• Needs statement

• Organization overview

• Presentation deck

• Sample fundraising appeals

• Sample thank you notes

*EduCom Annual Virtual/In-person Event – Charity Auction*

Target Audience EduCom’s peers, partners, prospects, and donors Fundraising Goal US$140,000

Timeline Q4 2022 – October 8, 2022

Action Plan TBD - **Event Committee** formed by May 2022 to plan the event: • Deliverables by May 2022

o Determine which type of auction to host

o Set time frame, budget, and fundraising goals for the auction

o Determine items for the auction

• Deliverables by Jul 2022

o Set up a site and registration page for the auction and promote them to your audience

o Plan the specifics for the auction – venue (in-person only), food (in-person only), item displays, checkout process, etc.

• Deliverables by Sep 2022

o Actively promote the event on social media (at least five posts) and through newsletters (at least two newsletters)

o Send invitations and reminders to EduCom’s peers, partners, prospects, and donors

Support from the Executive Team

The Executive team will support the Event Committee by producing the following marketing materials:

• Auction item catalog

• EduCom’s blog

• EduCom’s social media profiles

• Email invitations and announcements

• Sample messages for the Board and volunteers to share on their own social media

*Foundations & Other Corporations*

Target Audience Individual and corporate prospects in Ghana

Why According to the latest CAF World Giving Index, many of the countries which have consistently featured in the top 10 most generous countries, including the US and the UK, have fallen far down the rankings. In their place are several countries new to the top 10, which included Ghana. The country has been ranked as the sixth most charitable country in Africa.

Fundraising Goal US$1,000

Campaign Period October 15- November 15, 2022

Action Plan CEO to work with Board and development volunteer to draft action plan to present at September 2022 board meeting

**Strategic Priorities and Goals for EduCom for 2022:**

**- Increase visibility**

\*Identify and engage key influencers

\* **Create and follow a Marketing Plan for 2022** that will engage board members and staff in getting the word out about EduCom, including social media awareness and call to actions, and SEO/search plan

\* **Apply for a Google Grant** for SEO Keyword support

- **Increase funding for programs, staff, and infrastructure**

\* Engage brilliant help to strategize raising big money

\* **Finalize fundraising plan**

\* **Engage in Force for Health partnerships** to increase funding while offering educational programs

**- Increase staff**

\* 1 part time Development employee by December 2022

**- Grow organizational infrastructure**

\* *Educom is committed to adding one part time development employee in 2022. Other infrastructure needs are to be reported to the Board of Directors at our September 2022 Board meeting.*

**- Grow programs**

\* Fund 32 scholarships in Ghana in 2022

\* Add service to students in a second country through online programs including Force for Health

\* Increase depth of service in Ghana by offering support for teachers through online curriculum and resources

\* Identify 10 developing countries

\* Identify partners who can help solve "connectivity issues" for our students and schools we support, and work to create a partnership to lower the cost of internet services

**Strategic Priorities** for EduCom for 2022-2027 are:

**Increase Reach** – Serve students and communities in 5 developing Countries

2022 Virtual learning open to 2 countries

2023 Virtual learning open to 5 countries

2024 Office in Ghana, volunteer staff in 5 countries

2025 Virtual learning open to 10 countries

2026 EduCom Centre in Ghana

2027 EduCom Center in 2 countries

**Increase Visibility** – 50,000 Followers on Social Media Platforms by 2025

**Increase Funding** – Budget growth year after year to meet program goals Funding Sources increase each year

**Increase staff**

1 Full time employee by June 2023 Development Director 2 FTEs by December 2023 1.5 FTE Dev, .5 FTE CEO 3 FTEs by December 2024 2 FTE Dev, 1 FTE CEO Sustained staff in 2025

**Grow organizational infrastructure**

Office USA in 2024

Office in Ghana in 2024

**Key Performance Indicators:**

• **By July 31, 2022 – Educom has grown the board of directors and engaged volunteers to run a successful October fundraising event.**

• **November 1, 2022 – Educom has identified 32 scholarship recipients for 2023.**

• **By 12/24/2022 - Educom has hired a part time Development Director to manage events, fundraising events, and foundation grant applications.**

• **By December 31, 2022 – Educom has secured funding for 32 scholarships for 2023 through board mini-fundraisers, Force For Health Partnerships, foundation grants, and through our October 2022 gala event.**

**Human Resources 2022 Current Goal**

Development Director volunteer .5 FTE by 12/24/2022 Executive Director volunteer .5 FTE by 6/30/2023

**SWOT ANALYSIS**

Strengths

• Dedicated and engaged volunteers

• Strong network of the Board

• Partnerships (NPO and corporate)

Weaknesses

• Low brand awareness

• Young NPO

• Insufficient funding

• US base without office(s) in locations where we serve

Opportunities

• Local fundraising

• Partnerships

• Social media

• New website with learning portal login

• Partners for Health Learning Platform

Threats

• Competition among nonprofits

• Board turnover

**Risk Analysis**

• **Board of Directors** – Many of Educational Communities Worldwide Board members have little or no experience serving on a board, little awareness of the seriousness of the responsibilities and obligations of the board for strategic planning, oversight, and fund development. Board turnover, or lack of board engagement in these obligations creates financial, operational, and possibly legal risk to the organization, especially financial risk if the board is not actively engaged in raising funds for programs.

• **Inflation -**The global and US domestic economies are facing increasing inflation. This creates a risk on the fund development side as potential donors are facing increased demand on their limited funds. It also creates risk on the program side, as institutions face increased costs and may increase tuition rates to cover those costs.

• **Labor Strikes** – Ghana faced a strike of education workers in 2021 and early 2022. The potential for future strikes increases risk to programs if universities are closed or virtual only. Students who are not actively attending on campus classes are at greater risk of pressure from families to support family finances by working, and are more likely to delay or drop out of their educational programs.

**Financial Projections**

The strategic plan is to be quantified to monitor performance and evaluate results achieved. A Financial Projection of revenues and expenses is to be drawn up for the current period and the plan period. 2022 budget. For the immediate current period, the annual plan is broken down into monthly or quarterly plan for effective monitoring of actual performance and timely correction of deviations.

See ATTACHMENT from Treasurer.

**2022-2025 Projections**

Educational Communities Worldwide’s financial projections are for a three-year period. Financial Projections fix expense budgets to be within allocated resources for various activities. The new budget forecasts grants to be received and funds to be raised during the plan period.

See ATTACHMENT from Treasurer.