

United Way Glenelg ACTION Plan 2020-2023: Year 2021

Strategic Direction	Commitment	Implementation	Measurement	Progress
Raise profile of United Way Glenelg	Continuing to strengthen partnerships through ongoing, open transparent communications, which builds trust and accountability.	Review any areas of improvement of Annual Report as according to the Good cause. https://www.thegoodcause.co/approach Start a monthly newsletter	2020 Annual report included new details -Advocate groups UWG was present on. -Our area of coverage.	WORK IN PROGRESS COMPLETED
	Developing compelling messaging to increase public awareness and build support for the role of United Way Glenelg.	Look at the opportunity of a marketing intern.		COMPLETED
	We will find innovative ways of telling our story and the stories of those impacted by our investments to reach new audiences.	Commence distribution of a newsletter.	Circulate monthly newsletter beginning in June.	COMPLETED
		Digital Marketing training to better utilise our social media and website.	Enrolled in a digital marketing course.	COMPLETED
	Creating an annual Strategic Communications Plan to support the organisations communication goals and objectives.	<i>Develop a customised communications plan to reach out to all our stakeholders, including all multiple channels.</i>		
	Increasing visibility by engaging the community through ongoing communications and outreach.	Increase media releases for projects. Post more frequently on social media. Increase radio interview	2 x media releases per month. Develop a monthly social media calendar. Complete a radio interview for 50% of media releases. <i>Segment mailing list (donors, media, community partners, government, other NFP)</i>	MET TARGET COMPLETED MET TARGET
Strategic Direction	Commitment	Implementation	Measurement	Progress

Enhance Fundraising Capacity (increase the amount of funds raised annually as efficiently and cost effectively as possible)	Exploring innovative ways to fundraise effectively and efficiently.	Fully develop GIVENow mobile application. Use of QR codes on marketing material. Offer donation opportunities at every event.	Number of GIVE NOW donors. Include on all marketing	COMPLETED COMPLETED
	Continuing to lead and inspire, thereby encouraging donations.	Re-development of website. Make better use of email database.	Include on all media releases & socials	COMPLETED COMPLETED
	Nurturing meaningful relationships with our donors, volunteers, community partners, thereby earning their support.	Increase media releases for projects. Post more frequently on social media.	Continue to add to email database.	COMPLETED
	Ensure the organisation has the required resources, leadership focus and capacity to meet its fundraising goals and targets.	Thank you letters to donors. Thank you, telephone calls. Public recognition for donors. <i>Workplace Giving recognition.</i>	Number of Media Releases. Number of social media “likes”	MET TARGET
			Donor retention.	COMPLETED
			<i>Send a certificate and complete a social media post for individual WPG companies.</i>	2021 - WORK IN PROGRESS
		Provide Professional Development reading for Board Members. Review membership to relevant bodies. EO to attend relevant Professional Development conferences.	Forward Our Community Newsletter to Board Members. Update Board Members on United Way Worldwide matters of Interest.	AS NEEDED AS NEEDED
			Our Community – Communities in Control	NOT APPLICABLE IN 2020
Strategic Direction	Commitment	Implementation	Measurement	Progress
Recognisable & Relevant Impact (Increase awareness of United Way Glenelg and the essential impact we have on the community)	Refining the funding application and reporting processes to ensure they remain thoughtful, efficient, transparent and create a positive impact for the community.	Investigate grant management software		COMPLETED
	Exploring community investment strategies and	Review aligning the priorities identified in the Glenelg Shire Health and Well-		<i>Glenelg Shire Council invites UWG to partner in the</i>

	funding models	being plan to United Way's building blocks.		<i>development of the NEW 4 Year Municipal Public Health and Wellbeing Plan 2021-2025</i>
	Evaluating the impacts of current philanthropic activities.	Request Community feedback. Review guidelines to review relevance to community needs. Investigate grant management software.		COMPLETED COMPLETED COMPLETED
	Continuing to build trust with stakeholders and nurture community partnerships through ongoing engagement processes.	Attend available Community planning session. Attend relevant networking committees. Ensure Volunteer Allocations Committee continues to be representative of the community.	Number of volunteers. Number of meetings attended.	AS NEEDED COMPLETED COMPLETED
	Demonstrating the impact of our work.	Increase media releases for projects. Post more frequently on social media.	Number of news stories published. Number of Social Media Followers.	MET TARGET MET TARGET
Strategic Direction	Commitment	Implementation	Measurement	Progress
Optimise Organisational Capacity	Measuring the work of United Way Glenelg to ensure alignment with mission and vision statements.	Refer to Global Standards for United Way Organisations.	Meet all annual standards set down by United Way Worldwide.	COMPLETED
	Maintaining a rigorous approach to governance practices.	Position descriptions for Board members. Develop a Board Induction process.	Board membership longevity.	COMPLETED COMPLETED
	Reviewing and strengthening the United Way Glenelg Board capacity	Complete Board Effectiveness Survey every 18 months	Improved outcome of Board effectiveness survey to 2019. <i>Conduct survey November 2021</i>	COMPLETED
	Board members provide a mix of skills for the necessary breadth and depth of knowledge and experience to meet future challenges and opportunities.	Regularly review Board Skill Matrix and target new members accordingly.	The number of enquiries regarding Board membership.	MET TARGET

