

Quad Cities Earth Week Coalition

Strategic Plan: 2016-2017

Adopted: 2017

Updated: 2018



Quad Cities Earth Week Coalition
PO Box 2245
Davenport, IA 52809-2245
(309) 788-5912

www.qcearthweek.org

About Quad Cities Earth Week Coalition:

The Coalition is a 501 (c) (3) non-profit organization that works through partnerships and shared resources to promote environmental education. Its members are a diverse group of businesses, non-profit organizations, government agencies, municipalities, clubs, and educational institutions whom all share the mission of environmental education and stewardship.

Our Mission:

Empowering our community to be stewards of the environment by promoting engaging educational opportunities.

Our Vision:

Connecting our community to a sustainable future.

Our Core Values:

STEWARDSHIP

We embody responsible planning and management of our community's resources.

LEARNING

We encourage innovation, discovery, and learning.

COLLABORATION

We work together to keep our community beautiful and resourceful.

EMPOWERMENT

We empower people to become environmentally conscious.

SUSTANABILITY

We strive to maintain a healthy, long-lived environment.

Strategic Area #1: Rebranding & Organizational Structure

How can we rebrand our organization and strengthen our internal structure?

Strategies and Action Steps:

1. Rebrand the QC Earth Week Coalition. [Complete]

Action Step	Who is Responsible	Timeline
Develop a committee to inform the rebranding of the QC Earth Week Coalition		
Convene the committee to generate a palette of new names for the organization. This selection of names will be presented to the membership for a vote		
Convene the committee to develop new logo options for the organization. This committee with communicate with local volunteer artists to develop a palette of logos to be voted on by the membership		

2. Clearly define roles and expectations. [Complete]

Action Step	Who is Responsible	Timeline
Update organizational bylaws to reflect Changes to roles and expectations of members and partners		
Develop partner/member benefits committee		
Through committee, define member/partner benefits		

Strategic Area #2: Community Awareness

How can we increase community awareness of our organization?

Strategies and Action Steps:

1. Produce Marketing Plan. [Complete]

Action Step	Who is Responsible	Timeline
Complete our member data base to include websites, contact information, programs and services		
Have our website updated/launch new website		
Social media and member resource directory guideline		

2. Develop Passport Program.

Action Step	Who is Responsible	Timeline
Define the Passport Program rules		
Investigate sponsorships for the reward		
Design the passport and the stamp		

3. Create Event Protocol.

Action Step	Who is Responsible	Timeline
Need action steps		
Need action steps		
Need action steps		

Strategic Area #3: Partnerships & Collaboration

How can we continue and expand collaboration with various partners?

Strategies and Action Steps:

1. Develop Partner Recruitment Toolkit. [Complete]

Action Step	Who is Responsible	Timeline
Create recruitment Brochure		
Create potential partner webpage		
Create "how to approach potential partners" protocol		

Strategic Area #4: Financial

How can we successfully secure funds for current and future programs?

Strategies and Action Steps:

1. Develop budget for our organization.

Action Step	Who is Responsible	Timeline
Select 1-2 programs or projects requiring funding (Online vote to determine)		
Develop budget for each project		
Determine what admin costs exist for the coalition		
Determine marketing costs for the coalition as a whole and funded programs		

2. Pursue other organizations for sponsorship opportunities.

Action Step	Who is Responsible	Timeline
Develop sponsorship protocol and levels (what sponsors will get for their level of		

sponsorship)		
Identify potential annual sponsors and contact		
Pair potential presenting/one time sponsors with programs and contact		
Follow up with annual or program results and say thank you		

3. Explore and apply for grants.

Action Step	Who is Responsible	Timeline
Find one grant to apply for		
Write grant proposal and submit		
If we receive grant, grant reporting		
Other steps as needed per grant requirements		