

Dupont Circle Village Three-Year Strategic Plan  
Revised May 2011

**Goal I: Financial Sustainability**

*Objective: Produce enough income to*

- Subsidize lower income memberships to a sustainable level
- Create a reserve “rainy day” fund
- Create additional programs/services
- Provide for contracted staffing
- Office space

**Implementation**

**Year 2011**

1. Implement operating budget
2. Contribute annually to the reserve fund
3. Solicit members, volunteers and targeted donors annually
4. Pursue grants with emphasis on family funds and advised family funds
5. Develop donor recognition programs
6. Explore the possibility of obtaining District non-profit status for tax and postage purposes
7. Seek inclusion in the Journal of Philanthropy
8. Add member programs that provide professional services at a discounted rate (for example, balance classes, decluttering, home inspections)
9. Develop intergenerational projects
10. Implement fundraising and membership activities on a regular basis

**Year 2012**

1. Evaluate existing programs for effectiveness and eliminate/add new programs as indicated
2. Evaluate fundraising events and revise as appropriate
3. Consider creation of an endowment

**Year 2013**

1. Evaluate existing programs and services for effectiveness and eliminate or add new programs as indicated
2. Increase reserve funds
3. Consider creation of an endowment
4. Assess need for additional services and programs

**Goal II: Membership**

*Objective: Increase membership each year*

1. Ensure steady cash flow

2. Build a strong and growing membership base
3. Strengthen community ties

## **Implementation**

### **Year 2011**

1. Increase membership by 25 percent
2. Evaluate effectiveness of previous recruitment strategies
3. Hold monthly membership recruitment activities on monthly basis
4. Continue home meetings, mixers, activities and events
5. Continue group lunches and dinners
6. Continue social and cultural activities
7. Continue Live & Learn series
8. Inaugurate a speakers lecture series
9. Survey membership about Village likes, dislikes and interests and assess resulting information
10. Develop a recognition program for members
11. Expand volunteer programs, including training

### **Year 2012**

1. Increase membership by 25 percent
2. Evaluate effectiveness of existing programs
3. Expand outreach, *e.g.*, targeted mailings
4. Explore possibility of purchasing mailing and other lists
5. Intensify outreach to apartment, condo and cooperative residences
6. Initiate new approaches such as block parties or joint meetings with neighborhood groups
7. Evaluate volunteer programs and activities and revised as indicated

### **Year 2013**

1. Increase membership by 25 percent
2. Evaluate effectiveness of existing programs
3. Update member survey

## **Goal III: Village Recognition and Marketing**

### ***Objective: Make Dupont Circle Village a Recognized "Brand"***

1. Build Website in conjunction with Club Express
2. Develop a detailed communications program
3. Create a marketing strategy
4. Maintain relationships with other village organizations and with Dupont Circle organizations

## **Implementation**

### **Year 2011**

#### Internal Communications:

1. Produce new brochures and handouts

2. Continue newsletter, "Top of the Morning" and activities emails
3. Utilize Google listserv more frequently as a forum for opinion
4. Create a Website and communications committee
5. Produce an annual report for distribution to members and donors

#### External Communications:

1. Appoint press relations member to be responsible for press releases, print and electronic media contacts
2. Identify a member to work with event planners to develop event flyers, posters and other event publicity
3. Maintain regular contact with Dupont Circle organizations

#### Marketing

1. Develop and maintain social media such as Facebook and Twitter
2. Build a Website in conjunction with Club Express and use for marketing
3. Research potential business donors
4. Search for alliances with other organizations (local business, national corporations, nonprofits, other area villages, Senior Advisory Council)

#### **Years 2012 and 2013**

1. Evaluate marketing programs
2. Evaluate effectiveness of media exposure and make necessary changes
3. Distribute annual report

#### **Goal IV: Staffing**

##### ***Objective: Appropriate Staffing***

1. Full-time executive director
2. Paid Benefits for executive director
3. Possible additional part-time staff

#### **Implementation**

##### **Year One**

1. Conduct a financial evaluation to determine feasibility of a full-time executive director,

##### **Years 2 and 3**

1. Revisit issues listed above
2. Explore need for additional staff

## **Goal V: Office**

*Objective: Acquire suitable office space*

### **Implementation**

#### **Year 2011**

1. Find office space, preferably donated or reduced rent
- 2.

#### **Years 2012 and 2013**

1. Assess suitability of existing office space