

The Buzzing for Change Foundation
2009-2011 Strategic Plan
September 9, 2009

EXECUTIVE SUMMARY

The purpose of the B4C Strategic Plan is threefold: to critically evaluate the Foundation's organizational capacity, increase our stability and effectiveness, and identify where we, the Board of Directors, want the Buzzing for Change Foundation to be in three years. As a board, we are hands-on, engaged, and invested in TB4CF to the extent that we can be as volunteers. Most importantly, we believe in what we are trying to accomplish. This strategic plan points out areas where we must improve and also shows the dramatic evolution we have already navigated. We have grown from one person's bright idea to one program to a legal entity now running multiple programs. We now must prepare for the future.

In looking toward the future, we have identified five key action areas:

- **Talent Development** addresses the dual concerns of talent recruitment and development. In this section, we determine the talent needed to continue to run TB4CF. On the recruitment side, we set out a goal for the size of the Board of Directors and lay out desirable skills that these new recruits should possess. This also addresses our need for increased team members and program advisors, particularly those affiliated in some way with our program schools. This section also discusses the need for greater Board leadership, particularly in the case of Director and/or Officer resignations.
- **Fundraising** addresses increasing funding stability, particularly for operations. This action area works to improve fundraising in institutional giving, corporate sponsorship, individual giving, cause-related marketing, and events. The product of this action area will be a coordinated fundraising and communications plan.
- **Program Expansion** makes a long-term plan for the growth of Buzzing for Change affiliate programs. It moves from word-of-mouth expansion to a more well-rounded way of attracting and retaining programs. This section also addresses the ways and areas from which we can attract program advisors, including using social media and school alumni associations.
- **Program Stability, Management, and Oversight** seeks to create a system of support and evaluation for B4C affiliate programs. This includes helping our programs better navigate their own university's bureaucracy as well as minimizing our own as a foundation. Another key part of this action item is clarifying and augmenting our educational components.
- **Transitioning to a Staffed Non-Profit** explores all of the questions that need to be answered before TB4CF can take on a staff member of any kind. Additionally, it lays out the Board of Directors' timeline for taking on staff; we believe that by laying out a series of milestones we can ensure that the staff decision is made responsibly.

In this plan, one thing is clear: there is much work to be done and all of these areas are interdependent on one other. If we invest resources in one area, others will develop naturally. We must focus on taking the necessary steps to help us grow in a sustainable manner.