

**Golden Crescent CASA Diversity Recruitment & Retention Plan, Fund Development Plan, PR & Marketing Plan, and Governance Plan for 2018-2019**

**Volunteer Recruitment & Retention Plan**

**DIVERSE RECRUITMENT - *Increase diversity of board, staff, and Volunteer Advocates/Guardians ad litem to reflect the diversity of the children we serve and recruit 50 new volunteers to promote a 100% Volunteer Case Ratio.***

**Goal 1: Community Needs Assessment for Diversity**

**Objective A: Update community population demographics.**

*Action Step 1:* Executive Director reviews of demographics of children served.

Responsibility: Executive Director

Quarterly

*Action Step 2:* Compare demographics of children served to volunteer, board, and staff demographics.

Responsibility: Executive Director, Program Director, Volunteer Coordinator/ Recruiter

Quarterly

*Action Step 3* Individuals will be recruited from demographic groups of children served for open positions of Volunteers, board and staff to promote a better understanding of a child's needs.

Responsibility: Executive Director, Program Director, Volunteer Coordinator/ Recruiter

Quarterly

**Objective B: Identify leaders of demographic groups of children served, this will include representatives of civic groups, businesses, religious groups, associations, and mass communication outlets.**

*Action Step 1:* Brainstorm with board members, volunteers, and staff to identify community representatives.

Responsibility: Board, Advisory Board, Volunteer Recruiter/Coordinator, ED, Staff

Continue throughout 2018-2019

*Action Step2:* Contact community representatives to share CASA's mission and ask to share information with their organizations.

Responsibility: Board, Advisory Board, Volunteer Recruiter/Coordinator, ED, Staff

Continue throughout 2018-2019

**Goal 2: Build Alliances with Diverse Groups**

**Objective A: Build relationships with diverse community leaders.**

*Action Step 1:* Arrange a reception inviting individuals from diverse community organizations to provide an introduction to CASA and to provide volunteer information.

Responsibility: Board, Advisory Board, Volunteer Recruiter/Coordinator, ED, Staff

December 2018

*Action Step 2:* Create a schedule of public speaking engagements to targeted audiences three times per year.

Responsibility: Volunteer Coordinator/ Recruiter and Executive Director  
September 2018

*Action Step 3:* Request to post recruitment messages in church bulletins.

Responsibility: Volunteer Coordinator/ Recruiter, Executive Director  
Ongoing

***Objective B: Collaborate and participate in culturally – oriented community activities, church fairs, festivals, holidays.***

*Action Step 1:* Develop a calendar of community activities in service region.

Responsibility: Volunteer Coordinator/ Recruiter, Executive Director, Development Director  
September 2018

*Action Step 2:* Provide display materials at events that are relevant to targeted populations.

Responsibility: Volunteer Coordinator/ Recruiter  
Ongoing

***Objective C: Develop targeted public awareness messages for individual groups.***

*Action Step 1:* Provide statistics, information, personal stories that relate to and reflect the needs and concerns of targeted groups. An example, pieces targeting a predominantly male group should tell the CASA story from the perspective of a male advocate.

Responsibility: Volunteer Coordinator/ Recruiter  
Ongoing

***Objective D: Train 35 prospective CASA Volunteers***

*Action Step 1:* Contact each prospective volunteer monthly until training completed and volunteer sworn in to work cases.

Responsibility: Volunteer Coordinator/ Recruiter, Initial Contact Person, Staff  
Monthly or more often as needed

*Action Step 2:* Review of monthly Children, Cases, and Volunteers Report to see increase in number of available and active volunteers.

Responsibility: Volunteer Coordinator, Executive Director  
Monthly or more often as needed

*Action Step 3:* Conduct quarterly new CASA volunteer trainings in Victoria and in 7 remaining counties as needed to meet goal of 100% CASA: volunteer case ratio.

Responsibility: Volunteer Coordinator/ Recruiter, Program Director  
July 2018

*Action Step 3:* Utilize media, newsletter, blogs, community meetings, Judges and referrals to attract new CASAs.

Responsibility: Volunteer Coordinator/ Recruiter, Board member from each county, PR & Volunteer Committee, CASA Staff, Judges, Development Director

Monthly

*Action Step 4:* Update and maintain volunteer information and applications on the GCCASA website.

Responsibility: Volunteer Coordinator/ Recruiter, Development Director  
Quarterly

*Action Step 5:* Volunteer Coordinator, ED, Board President and Board Volunteer Committee maintain communication on recruitment progress

Responsibility: Volunteer Coordinator/ Recruiter, ED, Board Pres  
Monthly Board meetings (4<sup>th</sup> Wednesday of each month)

## Golden Crescent CASA Strategic Plan 2018-2019

### RETENTION - Retain Volunteer Advocates

#### **Goal 1: To Increase Retention rate of 90% of Diverse Volunteers**

##### **Objective A: Maintain involvement of new volunteers**

*Action Step 1:* Update detailed operational Volunteer Retainment Plan.

Responsibility: Volunteer Coordinator/ Recruiter, Volunteer Committee, ED  
Ongoing

*Action Step 2:* Create a mentor/ buddy system that pairs volunteers in training with tenured volunteers.

Responsibility: Program Director, Volunteer Coordinator/ Recruiter  
Ongoing

##### **Objective B: Expand opportunities for recognition of volunteers' accomplishments.**

*Action Step 1:* Welcome new volunteers at the monthly in-service training and in email announcements. Place announcements and pictures of swearing in ceremony in local papers.

Responsibility: Volunteer Coordinator/ Recruiter, Development Director, ED, Board  
Ongoing

##### **Objective C: Provide feedback, direction, and support to volunteers.**

*Action Step 1:* Meet by phone or in person with new volunteers at least once a week for the first month of assignment to a case to provide positive feedback.

Responsibility: Volunteer Supervisors, Program Director, Volunteer Coordinator/Recruiter  
Continuing

*Action Step 2:* Survey Volunteers on retention factors annually.

Responsibility: Volunteer Coordinator/ Recruiter, ED, Development Director  
Annually

*Action Step 3:* Provide specific training on post-secondary options (PALS) to all volunteers.

Responsibility: Program Director, Volunteer Coordinator/ Recruiter, PALS representative from San Antonio

Ongoing

*Action Step 4:* Host a Review Day Luncheon or training

Responsibility: ED, Program Director, Volunteer Coordinator/ Recruiter  
Twice a year

##### **Objective D: Keep volunteers active and involved.**

*Action Step 1:* Offer volunteers not currently assigned or those who requested time off between case assignments opportunities to assist with recruitment efforts, training, of staffing event booths.

Responsibility: Volunteer Coordinator/Recruiter, Program Director  
Continuing

*Action Step 2: Contact active volunteers monthly.*

Responsibility: Volunteer Supervisors, Volunteer Coordinator/ Recruiter, Administrative Assistant

Monthly and more often as needed

*Action Step 3: Contact inactive volunteers (i.e., CASAs who have not had a case in one year) once per quarter to find out what can be done to get them involved again and to remind them that they must re-take training class if inactive over one year.*

Responsibility: Volunteer Coordinator

Once a quarter until definitive response is given that a CASA will no longer take cases.

## Golden Crescent CASA Strategic Plan 2018-2019

### RETENTION EVALUATION – Assess Retainment Plan

#### **Goal 1: To Identify Increases or Decreases of Diversity within Volunteer Pool**

**Objective A: Compare and document demographics after one year of diversity recruitment.**

*Action Step 1:* Track new volunteer demographics.

Responsibility: Volunteer Coordinator/Recruiter and ED

Quarterly and continuing.

#### **Goal 2: Evaluate Retention of Diverse Volunteers**

**Objective A: Document and compare retention rates of new volunteers.**

*Action Step 1:* Compare retention of diverse volunteers over time to an established baseline and recruitment goals.

Responsibility: Volunteer Coordinator/Recruiter and ED

Quarterly and continuing.

*Action Step 2:* Compare newly established retention efforts to previous efforts to determine their effectiveness.

Responsibility: Volunteer Coordinator/Recruiter and ED

Quarterly and continuing.

# Golden Crescent CASA Strategic Plan 2018-2019

## Fund Development Plan

### **FUND DEVELOPMENT - Continually improve financial strength of Golden Crescent CASA.**

#### **Goal 1: Increase funding to meet GC CASA mission.**

**Objective A:** Create Golden Crescent CASA events calendar.

*Action Step 1:* Maintain detailed operational Fund Development Plan.

Responsibility: Development Director, Fund Development Committee, ED, Board  
January 2018

*Action Step 2:* Re-apply to grants, current grantors and apply to a minimum of twelve new grant sources on an annual basis.

Responsibility: Development Director, Fund Development Committee, ED  
Ongoing - quarterly

*Action Step 3:* Re-apply to Commissioner's Court (e.g., jurors' pay option) in each of the eight counties that GCCASA covers for funding.

Responsibility: ED, Fund Development Committee, Board  
Annually – July 15th

*Action Step 4:* Contact individuals and corporations in 8 counties who are willing to donate to the organization

Responsibility: ED, Development Director, Fund Development Com., Board  
Quarterly

**Objective B:** Create and update Golden Crescent CASA events calendar.

*Action Step 1:* Review existing community calendars to avoid event date conflict.

Responsibility: Development Director, Fund Development Committee, ED  
On-going

*Action Step 2:* Select and host fundraising events.

Responsibility: Development Director, Fund Development Committee, ED  
Semi-annually

**Objective C:** Pursue Grant Opportunities

*Action Step 1:* Utilize library grant database.

Responsibility: Development Director, Fund Development Committee, ED

*Action Step 2:* Maintain grant calendar.

Responsibility: Development Director, Fund Development Committee, ED

**Objective D:** Increase County Funding

*Action Step 1:* Contact Commissioners Courts to receive appropriations.

Responsibility: Development Director, Fund Development Committee, ED

*Action Step 2:* Contact County Judges to become recipient of Family Protection Fees.

Responsibility: Development Director, Fund Development Committee, ED

*Action Step 3:* Contact County Judges to become a recipient of donated jury fees.

Responsibility: Development Director, Fund Development Committee, ED



## Golden Crescent CASA Strategic Plan 2018-2019

### PR & Marketing Plan

#### **VOLUNTEER RECRUITMENT MARKETING - *Increase public awareness and recognition of GC CASA organization to attract CASA Volunteers/Guardian ad litem.***

**Goal 1: Recruit and retain volunteers in order to have at least 100% of cases assigned to volunteers by August 2019.**

**Objective A: On- going recruitment of volunteers.**

*Acton Step 1:* Update and implement detailed operational public relations and marketing plan.

Responsibility: ED, Volunteer Coordinator/ Recruiter, Development Director

September 2018

*Acton Step 2:* Provide information on GCCASA to individuals/organization in the 8 counties who are in positions to help the organization achieve its goals. Review brochure for updates-

Responsibility: CASA staff, Volunteer Coordinator/ Recruiter, Board members, Development Director, ED, CASA Volunteers

On-going

*Acton Step 3:* Implement PR and Marketing Plan with social media component.

Responsibility: ED, Volunteer Coordinator/ Recruiter, Development Director, Board

On-going

*Action Step 4:* Attend one major event (i.e., market Days, Youth Fairs, Livestock Shows, Information Fairs) in each of the eight counties served per if scheduled.

Responsibility: Volunteer Coordinator/Recruiter, CASA Staff, Executive Director, Advisory Boards, Board of Directors

On-going

*Action Step 5:* Contact Rotary Clubs, Lions Clubs, Retirement Organizations, Ministerial Alliances, and Chambers of Commerce in each county served to arrange speaking engagements where direct appeals will be made for volunteers. Several multi-media presentations will be prepared when location allows for use.

Responsibility: Volunteer Coordinator/Recruiter, CASA Staff, Executive Director, Advisory Boards, Board of Directors

On-going

*Action Step 6:* Board and Advisory Board Members will host community “Meet and Greet” throughout the year to share information about Golden Crescent CASA.

Responsibility: Volunteer Coordinator/Recruiter, CASA Staff, Executive Director, Advisory Boards, Board of Directors

*Action Step 7:* Media campaigns will be held in each county served to inform communities about Golden Crescent CASA’s mission and need for volunteers.

Responsibility: Development Director, Executive Director, Volunteer Coordinator/Recruiter

On-going

*Action Step 8:* Social Media campaigns will be conducted to inform communities about Golden Crescent CASA's mission, events, and need for volunteers.

Responsibility: Development Director, Executive Director, Volunteer Coordinator/Recruiter  
On-going

*Action Step 9:* Provide CASA board, staff, and volunteers with CASA nametags, CASA window decals, "Ask me about CASA" buttons to wear at events, or in public as desired and business cards for CASAs.

Responsibility: Development Director, Volunteer Coordinator/Recruiter  
On-going

*Action Step 10:* Research CASA "wear" with cohesive look to give and sell on [www.goldencrescentcasa.org](http://www.goldencrescentcasa.org) (e.g. buttons, caps, bumper stickers, men's Ts, women's shirts, fishing shirts). Link to TX CASA website

Responsibility: Development Director, Volunteer Coordinator/Recruiter, ED.  
On-going

*Action Step 11:* Host 5K Run to increase awareness of CASA.

Responsibility: Development Director, Volunteer Coordinator/Recruiter, ED.  
Annually

## Golden Crescent CASA Strategic Plan 2018-2019

### Governance Plan

#### COUNTY INVOLVEMENT – Counties Actively Participate in CASA Activities

##### **Goal 1: Increase involvement in surrounding counties**

##### **Objective A: Develop relationships within other GC CASA counties**

*Action Step 1:* Establish Advisory Board-member in each GC CASA county.

Responsibility: ED, Board member(s) in those counties, CASA Volunteers, CASA Staff  
January 2018

*Action Step 2:* Establish a system of communication with the advisory boards.

Responsibility: ED, Advisory Board  
January 2018 - ongoing

*Action Step 3:* Implement activities aligned with the goals of GC CASA to be determined by the members of the Advisory Board.

Responsibility: Advisory Board  
Once a year

## Golden Crescent CASA Strategic Plan 2018-2019

### **PROACTIVE GOVERNANCE – Develop an efficient, productive, and well-organized Board**

#### **Goal 1: *Develop a proactive Board of Directors (minimum of 9 members)***

*Action Step 1:* Recruit prospective Board members from a diverse pool that represents ethnicity across 8 counties.

Responsibility: Everyone at GC CASA

Ongoing

*Action Step 2:* Select new Board members committed to carrying out the responsibilities related to the goals and objectives of GC CASA.

Responsibility: ED, Board

Ongoing

*Action Step 3:* Provide “Board Training” to new Board members.

Responsibility: ED, Executive Committee

Within first quarter of joining the Board of Directors

*Action Step 4:* Provide CASA training for each Board member.

Responsibility: Volunteer Coordinator

Within first year of being on Board

*Action Step 5:* Promote actively the goals and mission of GC CASA.

Responsibility: Board

On-going

*Action Step 6:* Board members participate in fund raising events (preparation, day of, and after).

Responsibility: Board

On-going

*Action Step 7:* Board members are actively involved with at least one committee.

Responsibility: Board

Yearly

## Golden Crescent CASA Strategic Plan 2018-2019

### **COMMUNICATION – Consistent, Open Communication to Facilitate Goals of GC CASA**

#### **Goal 1: *Increase and maintain communication between GC Staff, Board, and Volunteers***

##### **Objective A: Use multiple ongoing means to reach out to GC CASA Staff, Board and volunteers**

*Action Step 1:* Utilize multiple forms of communication to inform all parties of upcoming events, meetings, court hearings, and trainings.

Responsibility: Development Director, Volunteer Coordinator/Recruiter, ED, Development Director, Program Director,

Monthly