

## Suncoast Storytellers Strategic Plan - December 2023

**Vision:** A vibrant, connected community in the Tampa Bay region, empowered by the unifying power of storytelling.

**Mission:** To combat a decline in community connection and engagement by fostering skilled storytellers who bridge divides, spark dialogue, and build stronger communities through the power of narrative.

### Challenges:

Suncoast Storytellers acknowledges the challenges it faces as a small, volunteer-run organization:

- **Logistical:** Limited reach, scheduling conflicts, accessibility considerations.
- **Manpower:** Volunteer capacity, expertise gaps, volunteer fatigue.
- **Financial:** Funding limitations, travel and venue costs, marketing and outreach needs.

### Strategic Goals:

Despite these challenges, Suncoast Storytellers is committed to achieving the following strategic goals:

#### 1. Increase Community Engagement:

- **Objective:** Organize 4-6 storytelling events/workshops annually in diverse Tampa Bay locations, reaching at least 500 people per year.
- **Strategies:**
  - Partner with existing community organizations (libraries, schools, parks & recreation) to co-host events.
  - Utilize online platforms (Zoom, social media) to reach wider audiences and offer virtual events.
  - Secure sponsorships to cover venue rentals and marketing materials.

#### 2. Develop a Network of Skilled Storytellers:

- **Objective:** Train and mentor 20 new storytellers per year through ongoing workshops and mentorship programs.
- **Strategies:**
  - Develop a tiered training program catering to different skill levels (beginner, intermediate, advanced).
  - Recruit experienced storytellers as volunteer mentors.
  - Offer online training modules to overcome geographical limitations.

#### 3. Promote Storytelling for Social Connection:

- **Objective:** Partner with 3 community organizations annually to integrate storytelling programs that address specific social needs (e.g., diversity and inclusion, environmental awareness, intergenerational connections).
- **Strategies:**
  - Identify community organizations aligned with Suncoast Storytellers' mission and SDG targets.
  - Develop tailored storytelling programs in collaboration with partner organizations.
  - Train volunteers to deliver storytelling programs within partnered organizations.

#### 4. Expand Reach to Diverse Communities:

- **Objective:** Increase participation of individuals from underrepresented communities in storytelling programs by 20% within the next two years.
- **Strategies:**
  - Actively recruit storytellers and participants from diverse backgrounds through targeted outreach efforts.
  - Develop culturally relevant storytelling programs that resonate with diverse audiences.
  - Partner with organizations serving specific cultural communities.

#### 5. Ensure Long-Term Sustainability:

- **Objective:** Secure \$50,000 in annual funding within the next two years to support operational costs and program development.
- **Strategies:**
  - Develop grant proposals targeting foundations and organizations aligned with Suncoast Storytellers' mission.
  - Explore corporate sponsorship opportunities for events and programs.
  - Implement a membership program with tiered benefits to generate recurring donations.

#### Evaluation and Monitoring:

Suncoast Storytellers will track progress towards its strategic goals through the following metrics:

- Number of participants reached through events and workshops.
- Number of individuals trained in storytelling skills.
- Number of partnerships established with community organizations.
- Increase in participation from diverse communities.
- Amount of funding secured.

By focusing on these strategic goals and addressing its challenges, Suncoast Storytellers is confident in its ability to make a lasting impact on the Tampa Bay community by fostering connection, understanding, and empathy through the power of storytelling.