

2025 Strategic Plan: Urban Aviators Society

Mission: The Urban Aviators Society is a nonprofit organization dedicated to inspiring and empowering underserved and underrepresented youth to explore careers in aviation and STEAM (Science, Technology, Engineering, Art, and Mathematics). Through engaging, hands-on learning experiences, mentorship, and exposure to cutting-edge aviation technologies and facilities, we aim to cultivate a new generation of skilled, confident, and passionate leaders in STEAM and the aviation industry. We are committed to providing accessible educational opportunities that bridge gaps in representation and foster a lifelong love for innovation and flight.

Overview

In 2025, UAS will prioritize youth engagement, expand funding sources, and boost public awareness. This plan outlines objectives, strategies, and measurable outcomes to achieve these goals and ensure the organization's growth and sustainability.

Strategic Objectives and Key Initiatives

1. Increase Youth Participation

- **Objective:** Engage 100+ youth in UAS programs by the end of 2025, focusing on the new drone education class and STEM-focused activities.
- **Strategies:**
 - **Launch Drone Education Class:** Develop a curriculum for a youth-friendly drone education course, focusing on basic drone piloting, safety, and aviation-related STEM skills.
 - **Partner with Schools and Youth Organizations:** Collaborate with local schools, youth clubs, and after-school programs to introduce UAS offerings and create field trips or guest speaker opportunities.
 - **Introduce Youth Ambassador Program:** Identify youth leaders passionate about aviation to act as ambassadors, promoting UAS in their schools and communities.
- **Resources Needed:** Drone kits, funding for curriculum development, volunteer instructors.
- **Success Metrics:**
 - Number of youth participants in 2025 (target: 100+).
 - Number of partnerships established with schools or youth organizations (target: 5).
 - Feedback and engagement level from youth participants.

2. Increase Funding to Meet the 2025 Target of \$50,000

- **Objective:** Secure diversified funding to reach a \$50,000 target, covering operational costs, program materials, and new technology.
- **Strategies:**
 - **Launch a 2025 Fundraising Campaign:** Roll out a campaign with clear messaging on UAS's impact and specific funding needs (e.g., \$10,000 for technology upgrades).
 - **Apply for STEM and Youth Development Grants:** Identify grants focused on STEM education, youth engagement, and technology in education.
 - **Cultivate Major Donors and Corporate Sponsors:** Approach local businesses, particularly tech companies, for sponsorships and in-kind donations, specifically targeting gaming computers, monitors, and flight simulator equipment.
 - **Implement Monthly Giving Program:** Encourage donors to commit to small monthly contributions, which can help provide stable funding.
- **Resources Needed:** Grant writer (or volunteer assistance), fundraising materials, donor outreach tools.
- **Success Metrics:**
 - Total funds raised by the end of 2025 (target: \$50,000).
 - Number of new grant applications and grants secured (target: 3+ successful grants).
 - Number of monthly donors enrolled.

3. Improve Public Awareness of UAS and Its Mission

- **Objective:** Increase visibility in the community to attract more participants, volunteers, and donors.
- **Strategies:**
 - **Social Media Campaign:** Develop and execute a year-long social media strategy showcasing UAS programs, testimonials, and youth stories.
 - **Host a Public Aviation Event:** Organize an "Aviation Day" with activities like flight simulation demos, drone races, and educational booths to engage the public.
 - **Engage Local Media:** Reach out to local news outlets and blogs to cover UAS events, the impact of youth participation in aviation, and stories of community impact.
 - **Develop Branded Merchandise:** Offer UAS-branded merchandise (e.g., t-shirts, caps, stickers) to boost visibility and raise additional funds.
- **Resources Needed:** Social media volunteer or consultant, event space, branded materials.
- **Success Metrics:**
 - Growth in social media followers and engagement (target: 30% increase).
 - Number of media mentions or articles published (target: 5).
 - Event attendance at Aviation Day (target: 100 attendees).

4. Expand Volunteer Capacity

- **Objective:** Build a dedicated volunteer base to support program delivery, fundraising, and community events.
 - **Strategies:**
 - **Launch Volunteer Recruitment Campaign:** Promote volunteer opportunities through local universities, volunteer networks, and social media.
 - **Develop Volunteer Training Program:** Create an onboarding and training system to prepare volunteers for roles, focusing on program support, fundraising assistance, and event organization.
 - **Establish a Recognition Program:** Recognize top volunteers through awards or events, increasing motivation and retention.
 - **Resources Needed:** Volunteer recruitment materials, recognition tokens or events, and training resources.
 - **Success Metrics:**
 - Number of active volunteers by the end of 2025 (target: 20+).
 - Volunteer retention rate (target: 75%).
 - Volunteer satisfaction based on feedback.
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Implementation Timeline

1. **Q1 2025:**
 - Launch fundraising and social media campaigns.
 - Develop drone education curriculum and form initial school partnerships.
 - Begin volunteer recruitment efforts.
 2. **Q2 2025:**
 - Kick off the youth ambassador program.
 - Start outreach to major donors and corporate sponsors.
 - Host the first Aviation Day event.
 3. **Q3 2025:**
 - Begin the new drone education class.
 - Submit grant applications targeting fall deadlines.
 - Implement mid-year donor and volunteer recognition.
 4. **Q4 2025:**
 - Host a holiday fundraising push for the final funding target.
 - Review and assess the success of the year's initiatives.
 - Plan for 2026 based on outcomes and feedback.
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Evaluation and Monitoring

Regularly evaluate progress through quarterly reviews, using KPIs to track achievements and challenges. Adjust strategies as needed to ensure alignment with funding goals, youth participation metrics, and volunteer engagement levels.

Conclusion

The 2025 strategic plan for UAS aims to position the organization for sustainable growth, greater youth involvement, and increased funding diversity. With focused initiatives, strong community engagement, and expanded volunteer support, UAS can achieve its objectives and further its aviation and STEM education mission.