

# I Love A Clean San Diego

## Strategic Plan 2017-2020



Mission Statement: I Love A Clean San Diego leads and inspires our community to actively conserve and enhance the environment through example, outreach, and local involvement.

Vision Statement: A litter-free, zero waste and environmentally engaged San Diego region.

Short-Term Strategic Vision: Align resources to maximize our capacity and increase our impact through volunteer stewardship, board engagement, and enhanced fundraising.

Strategic Priority #1:  
Capacity Alignment  
Realign organizational resources based on functional area needs.



Objectives:

1. Assess fundraising needs and build a fundraising plan.
2. Assess, streamline, & prioritize programs and operations.
3. Improve fundraising-related marketing efforts.
4. Provide growth and retention incentives for staff.

Strategic Priority #2:  
Volunteer Stewardship  
Assess and utilize potential volunteer resources.



Organizational Objectives:

1. Enhance and expand volunteer program.
2. Purchase and implement a volunteer database program.

Strategic Priority #3:  
Board Growth  
Strengthen, enlarge, and increase the impact of the Board of Directors.



Organizational Objectives:

1. Increase board engagement with established accountability measures.
2. Build a diverse board to 25 members.
3. Increase the number of board committees.