



# SSR 2013 STRATEGIC PLAN

## Green Schools

- Recycle Capability at Schools & Composting Education
- Student Contests: Earth Day
- Organic Gardening
- Healthy School Lunch Success Story
- Tracking/monitoring current initiatives/actions and contact list

## Green Business

- Develop list of SR green businesses (not necessarily certified but those taking active steps)
- Educate and inspire businesses on ways to be more sustainable
- Increase Green Certified Businesses
- Website/facebook promo: Green biz of the month/quarter

## Outreach – Volunteer

- Create Consistent Messaging / Pitch Statement
- Maintain Target Strategy
- Execute a Volunteer Recruiting Campaign/Push
- List Openings on Website/Promote via SM
- Maintain Potential Volunteer DB & Follow Up
- Networking: Green Drinks, Chamber Events

## Outreach – Business & Residents

- Event Planning: Trail Clean-Up & Recycled Art Event
- Presentation Template
- Fundraising Events
- Create a Powerpoint Presentation

**SUPPORTS**

- awareness
- Partnerships
- Mayor Clarkston



## Green City

- Build relationships with elected officials/staff (city meetings)
- Maintain knowledge of current initiatives
- Benchmark current carbon footprint
- Get involved in downtown project

## Green Home

- Energy Audit Education & Action: tool/calculator/efficiency education
- Online Resource Area w/ links
- Recycle/Composting Education & Action

## Development

- Create Development Committee
- & include Lawyer, CPA and/or Notary
- Apply time and resources to 501(c)(3)
- Raise \$800 General Fund + Committee Budget Needs
- Explore Development Grants
- & Grant Writing Capabilities

- **501C3 FILING!**
- **EXPAND VOLUNTEER BASE!**
- **STAKEHOLDER COLLABORATION!**
- **MANAGE PERSONAL COMMITMENTS / ACCOUNTABILITY**
- **BOLD STEPS**

**VALUES**

• INTEGRITY • COLLABORATION • COMMITMENT • PASSION • CREATIVITY • EDUCATION

**CHALLENGES**

- fundraising
- sustained engagement
- economic climate

