

# Canadian Rural Revitalization Foundation Strategic Plan, 2015-2020

*The following Strategic plan was presented and adopted by the membership at the 2015 Canadian Rural Revitalization Foundation Annual General Meeting in Summerside, Prince Edward Island. This document replaces the previous 2010-2015 CRRF Strategic Plan.*

## 1. Membership Goal

To expand the membership by 15% each year with a focus on underrepresented stakeholders (the CRRF stakeholders include federal, provincial, municipal and First Nations governments, economic and community development practitioners, students, researchers and members of the private sector).

### Objectives

- Membership committee will meet bi-monthly
- Develop, define and promote benefits of membership for each stakeholder group
- Develop an annual membership recruitment strategy (including the use of social media) and identify specific underrepresented stakeholder groups, if needed, to be targeted that year
- Provide the Board of Directors with a membership report in June
- Examine potential platforms for membership fee payment and online platforms for engaging members

### Measures

- 15% annual increase of members
- Retain existing members



## 2. Partnership Goal

To collaborate and develop partnerships to further the CRRF mission through knowledge translation/mobilization, capacity development, and research.

### Objectives

- Establish a Partnerships committee to establish criteria for assessing potential partnerships (to be completed no later than December 2016) as it relates to knowledge translation/mobilization, capacity development and research
- The committee will review potential partnerships and make recommendations to the board on an as needed basis
- The CRRF board will use the Partnerships committee criteria to communicate to potential partners potential roles and benefits
- The CRRF board will use the Partnerships committee criteria to assess potential partnerships

### Measures

- Create criteria/framework for evaluating potential partnerships
- Maintain and/or increase the number of partnerships developed annually

## 3. Knowledge Translation/Mobilization and Capacity Development Goal

To actively work toward translating (where possible) and mobilizing/disseminating knowledge as it relates to rural Canada, and developing appropriate capacities as identified by CRRF stakeholders.

### Objectives

- Establish a knowledge translation/mobilization/dissemination committee that will meet bi-monthly
  - Provide rural stakeholders with information, knowledge and research in an appropriate form to make informed decisions that support the development of rural policy



- Develop a form by July 2016 which can be used by rural stakeholders to translate information, knowledge and research into a usable form for rural stakeholders
- Will encourage rural stakeholders, where appropriate, to provide information, knowledge and research in the appropriate form to be used by rural stakeholders.
- Will develop an annual knowledge dissemination plan to be submitted to the board

## Measures

- Committee will develop appropriate measures for reporting on their activities by July 2016 and submit to the board for approval
- Committee will report on these measures on an annual basis as outlined in the objectives
- provide an annual written report on their activities in July (in order to incorporate their activities into the annual report that is presented at the annual general meeting in the fall)

## 4. Communication Goal

To disseminate information as it relates to opportunities and the interests of rural stakeholders

- The Communications committee will make rural stakeholders aware of opportunities to interact, discuss and develop capacities through various forums/workshops including the annual CRRF conference
- Maintain the CRRF website for the dissemination of information that is of interest to rural stakeholders
- Provide a monthly e-newsletter that is circulated to rural stakeholders to communicate activities, opportunities and other relevant information
- Provide an annual written report on their activities in July (in order to incorporate their activities into the annual report that is presented at the annual general meeting in the fall).



## Measures

- Increase in the number of rural events shared on the CRRF calendar of events ([www.crrf.ca/events](http://www.crrf.ca/events))
- Increase in the number of posts to CRRF social media accounts (ie: Twitter, Facebook, LinkedIn).

## 5. Planning Objective

To incorporate strategic planning as an ongoing activity within the organization.

### Objectives

- Strike a planning committee consisting of three board members
- Conduct an in-person visioning and review session every two years beginning in 2016/2017
- The planning committee will review strategic plan annually and report on progress to the board
- Prepare a planning committee report for inclusion in the CRRF annual report

## Measures

- Establish a planning Committee in 2015/2016
- Prepare an annual review of strategic plan for presentation to the Board
- Plan and conduct a visioning session in 2016/2017 and one in 2019/2020

## 6. Financial Objective

To maintain CRRF as a fiscally responsible, viable and transparent organization.

### Objectives

- Create and adhere to an annual budget at the beginning of each fiscal year
- Maintain a minimum bank account balance of \$10,000



- Develop and implement a fundraising strategy that will allow us to optimize donations through our charitable status
- Complete annual required submissions to the Canada Revenue Agency.
- Explore incorporation under the federal Nonprofit Corporation Act.

## Measures

- Maintain a balanced annual budget
- Maintain a minimum of \$10,000 in the CRRF bank account
- Secure \$5,000 through charitable donations in 2015/2016
- Increase charitable donations by 10% each year

## 7. Administration Goal

To administer the organization in an effective and efficient manner.

## Objectives

- Develop position descriptions for board member and terms of reference for each committee struck
- Develop a meeting schedule each September for the following year
- Maintain required organizational records
- File our annual registration with Service Alberta in August of each year
- Identify the need and opportunity for paid staff on an as needed basis
- Explore opportunities for online file storage.

## Measures

- Maintain an up-to-date list of board members, committees and terms of reference
- Maintain a central and complete repository of CRRF documents, minutes etc.

