



— **STRATEGIC PLAN** —

2020 - 2023

INTRODUCTION

interVivos is a local, non-profit, non-partisan organization that inspires and engages ambitious professionals and established leaders. Since 2006, our volunteer-championed organization has hosted engagement events and mentorship programs to connect Edmontonians from various backgrounds.

The 2020-2023 Strategic Plan has come together after meaningful consultations and discussions with interVivos board members, advisors, and other community stakeholders such as former mentorship participants and event attendees. It includes a new mission, vision, set of values, and focus areas for the organization.

This living document will guide our strategic direction and inform the decisions we make to fulfill our mission. The actions and deliverables outlined in this plan and other internal tracking mechanisms will help keep us accountable for results and focused as we evolve over the next three years.

interVivos recognizes that this is a challenging time to implement a strategic plan because of COVID-19. Even though a pandemic is underway, we always continue to innovate our programming and events to inspire and engage Edmontonians. As the epidemic evolves, interVivos will also grow. We will make any necessary changes to ensure we continue to thrive and evolve during these strange times. This includes exploring further opportunities to expand our reach with virtual programs and events. When it comes time to connect in person again, we will follow COVID-19 government protocols for meetings and gatherings.

interVivos' mission, vision, and values are at the forefront of our plan as they are foundational to our work. This plan's components will be integrated into our efforts, moving forward to better position and profile interVivos to reach more people in the Edmonton region.

MISSION

To cultivate leadership through dialogue, engagement, and mentorship.

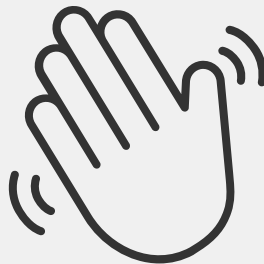
VISION

A generation of inspired and informed leaders.

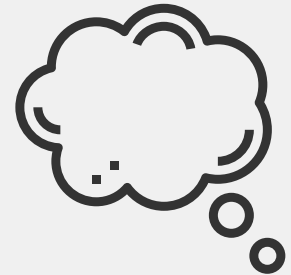
VALUES



ENERGETIC



WELCOMING



THOUGHT-PROVOKING



EMPOWERING



INNOVATIVE

FOCUS AREAS

1 BROADEN OUR NETWORK TO REACH A GREATER NUMBER OF DIVERSE COMMUNITIES

Strategy: Connect and collaborate with a greater number of diverse community stakeholders

ACTION ITEM	DELIVERABLE	TIMELINE
Increase outreach to new organizations, associations, and community members	<ul style="list-style-type: none"> • Connect with 5 new organizations each year • Invite them to participate in programs and events 	Ongoing
Broaden our network distribution list	<ul style="list-style-type: none"> • Add 5 new organizations to our distribution list each year 	Ongoing
Encourage new voices and perspectives on the board and the advisory council	<ul style="list-style-type: none"> • Recruit board members and advisors with diverse backgrounds (ie, gender, sexuality, race, profession) 	Ongoing
Increase the frequency of partnerships that elevate diverse voices	<ul style="list-style-type: none"> • Share expertise with one new organization each year (ie, how to pilot a mentorship program) 	Ongoing
Explore accessibility options to ensure that differently-abled people can access interVivos	<ul style="list-style-type: none"> • Conduct an accessibility audit 	2021

2 IMPROVE AND INCREASE EXTERNAL COMMUNICATIONS

Strategy: Communicate and elevate our strengths and values to bring a more significant profile to the organization

ACTION ITEM	DELIVERABLE	TIMELINE
Increase visibility and awareness of events	<ul style="list-style-type: none"> • Increase promotion of our community awareness events by 20% • Target participants of previous programs 	TBD (as COVID-19 permits)
Execute a brand awareness campaign to highlight our mission, vision, and values	<ul style="list-style-type: none"> • Execute a robust social media strategy and calendar • Revamp our website to make it more user, mobile, and social-media friendly 	2021 - 2022
Increase promotion efforts between through the use of social media	<ul style="list-style-type: none"> • Increase social media presence by 20% in between mentorship programs and events 	Ongoing

3 ENHANCE INTERNAL ORGANIZATION CAPACITY

Strategy: Empower volunteers to build sustainable processes that support our mission

ACTION ITEM	DELIVERABLE	TIMELINE
Create opportunities for members to take on new roles	<ul style="list-style-type: none"> • Designate positions with defined roles and responsibilities (ie, Director of Marketing) • Develop a succession plan to identify and develop new leaders 	2021
Optimize internal communication processes, templates and critical paths	<ul style="list-style-type: none"> • Transition to enhanced internal communications tool • Transition to streamlined task management tool 	2020
Create documents to support onboarding and board dynamics	<ul style="list-style-type: none"> • Create a board orientation e-book • Update terms of reference • Create bylaw manual 	2021
Revisit the use of committees to strengthen programming, generate ideas and get the work done	<ul style="list-style-type: none"> • Create a mentorship committee and community awareness committee 	2021
Seek out additional direction, support and connection with advisors	<ul style="list-style-type: none"> • Create an informal advisor engagement strategy • Get advisors more involved more often in our work 	Ongoing

4 ENHANCE PROGRAM AND EVENT EXPERIENCE FOR ATTENDEES

Strategy: Upgrade the interVivos experience with additional perks for participants

ACTION ITEM	DELIVERABLE	TIMELINE
Amplify mentors' engagement beyond the mentorship program	<ul style="list-style-type: none"> • Provide networking opportunities for mentors using a mixture of technology and in-person events 	2021 (as COVID-19 permits)
Recruit protégés to volunteer at events and be mentors	<ul style="list-style-type: none"> • Invite protégés to volunteer after each mentorship program and be mentors in subsequent programs 	TBD (as COVID-19 permits)
Champion the virtual interVivos experience	<ul style="list-style-type: none"> • Deliver mentorship program launches over Zoom • Deliver issues event over Zoom 	Ongoing (as COVID-19 permits)
Incentivize protégés to support and get the word out about interVivos	<ul style="list-style-type: none"> • Create a protégé ambassador program • Motivate ambassadors to promote interVivos to their networks 	TBD (as COVID-19 permits)

5 INCREASE FINANCIAL CAPACITY AND SUSTAINABILITY

Strategy: Maintain financial strength during challenging economic times

ACTION ITEM	DELIVERABLE	TIMELINE
Target additional sponsors	<ul style="list-style-type: none"> • Create a sponsorship strategy for in-kind and cash sponsors • Leverage advisors to seek out new sponsors each year 	2020 - 2021
Make the most of our revenue	<ul style="list-style-type: none"> • Develop a budget • Seek out financial investment opportunities and non-profit rates for services 	Ongoing