



Neuse River Golden Retriever Rescue Key Elements Strategic Plan 2013 – 2014

Mission

Neuse River Golden Retriever Rescue is dedicated to the rescue, rehabilitation and adoption of golden retrievers in need. The organization advocates responsible pet ownership, community education and protection of the breed.

Vision

Neuse River Golden Retriever Rescue will have a strong, visible presence in the community and will be recognized as a leader in rescue, education and breed advocacy.

Critical Success Factors

The following goals and strategies will provide focus for the NRGRR Board in 2013 and 2014. They will be used to help us build alignment, integrate our efforts and allocate resources more effectively. These goals and strategies will also help us measure our success as an organization as we continue to grow and evolve.

1. Golden retrievers from NC will be rescued, rehabilitated and adopted to approved homes

Management Committee (Operations)

- A. Ensure written policies and procedures are in place for accepting, fostering, rehabilitating and placing dogs for adoption. Review these annually.
- B. Explore partnerships with trainers with a variety of training skills, specifically to assist fosters and others with behavioral and other problems (aggression, timid dogs, temperament testing).

- C. Establish a veterinarian and shelter network and education program on NRGRR.
- D. Establish remote veterinarian and fostering in Eastern North Carolina.
- E. Establish system for transport and ability to pull dogs from remote shelters
- F. Define areas of service/areas of concentration for services.

2. Establish community education plan

Management Committee

- A. Establish an outreach function to develop a community education plan.
- B. Establish partnerships with other charitable groups and like-minded rescue organizations to expand base (e.g., Wags 4 Tags).
- C. Continue to benchmark with other rescue organizations to identify key aspects of rescue “at the next level.”
- D. Partner with Golden rescues and hold benchmark seminars.
- E. Advertise and hold meetings to educate potential adopters.
- F. Offer and encourage applicants to come to information sessions regarding Golden retrievers and adoption.
- G. Support spay and neuter programs and puppy mill regulatory reform, when possible.

3. Maintain a self-sustaining organization with all necessary resources to fulfill the NRGRR mission over the long term.

Management Committee

- A. Define an Executive Director position description for Board consideration.
- B. Establish an IT Committee led by a new IT Chairperson to coordinate the technology needs of the organization.
- C. Create and maintain an electronic database to help manage key organizational information more effectively and efficiently. The database should include information about dogs, donors, friends of NRGRR, volunteers, adopters, etc.
- D. Identify a strong Volunteer Coordinator and volunteer program.
- E. Identify and develop additional volunteers to provide more depth and involvement in key positions throughout the organization.
- F. Identify volunteer base skill sets with focus on key organizational needs.
- G. Expand the use of skills that exist within our current volunteer base.

- H. Establish regular volunteer recognition policies and programs.
- I. Conduct volunteer meetings to recruit needed skills, recognize volunteers and educate them on NRGRR.

Fundraising Committee

- A. Establish a strong alliance/sponsorship program with businesses.
- B. Define major donors and expand major donor base.
- C. Establish a long term giving/will option.
- D. Initiate and solicit land donations.

Strategic Plan Committee

- A. Continue to develop a facility plan.
- A. Review the strategic direction of the organization and build closer working relationships.
- B. Coordinate development of committee annual plans based on Strategic Plan and track.
- C. Create a long-range planning committee from Board and non-Board members of NRGRR to examine the 5-10 year vision, and specifically staffing and facility needs in the long-term.

Governance Committee

- A. Formalize and implement Board development.
- B. Continue to use ESC consultant to facilitate Board transition and organization.
- C. Recruit Board members with financial skills.
- D. Establish and enforce a Board of Directors contract and code of ethics.
- E. Review and address legal requirements and establish needed policies.
- F. Formalize and document succession planning to ensure orderly transition in key positions whenever necessary.
- G. Manage Risks through formalized risk assessments.

Finance Committee

- A. Identify key drivers for budget overruns and manage these costs appropriately.