

American Volkssport Association, Inc. **Vision 2020**



VISION
MISSION
VALUES

Increasingly engage Americans in lifelong walking and other noncompetitive physical fitness activities.
Promote and organize noncompetitive fitness activities that encourage lifelong fun, fitness and friendship for all ages and abilities.
1) Health and Safety 2) Volunteering and Public Service 3) Non-competitive and Inclusive 4) Adventure and Camaraderie
5) Environmental Stewardship 6) Transparency and Accountability

Key Focus Areas

Improve the Quality and Value of Member Benefits and Programs.

Diversify and Develop Sustainable Funding Sources

Increase National Public Awareness of the New AVA Brand

Develop the Capacity of the Board, Staff and Volunteer Leaders

AVA Strategic Plan 2016 – 2020

Mission Impact

STRATEGIC GOAL 1

Promote and organize noncompetitive fitness activities that encourage lifelong fun, fitness and friendship for all ages and abilities.

OBJECTIVES

- A. Retain and grow all levels of AVA membership.
- B. Improve membership benefits, programs and services.
- C. Establish a Club Development Program to help volunteer leaders grow active clubs.
- D. Develop and implement new global events and activities

Financial Sustainability

STRATEGIC GOAL 2

Ensure long-term sustainability through financial integrity and revenue diversification.

OBJECTIVES

- A. Develop and implement a fund development plan to diversify revenues.
 - 1) Donor/Sponsor Relationship Mgmt. Plan
 - 2) Grants /Corporate Sponsorship Revenues.
 - 3) Maximize convention and special event capacity/exposure/revenue
- B. Streamline financial systems, policies, and practices.
- C. Establish national partnerships the benefit member and generate unrestricted revenue.
- D. Meet standard nonprofit financial ratios.

Internal Operations

STRATEGIC GOAL 3

Increase public awareness, operational capacity and efficiency to facilitate engagement and growth.

OBJECTIVES

- A. Develop and implement a long-range national publicity campaign.
- B. Build a member-centered data management system.
- C. Create and implement annual risk management plan and review process.
- D. Resource implementation of the strategic plan prioritizing, operational capacity and staffing plan alignment, performance, policies and procedures.

Governance & Leadership

STRATEGIC GOAL 4

Build board governance and management capacity to facilitate engagement and growth.

OBJECTIVES

- A. Develop NEC strategic governance capacity.
 - 1) Board Committee and Task Group Charters
 - 2) Governance policies, principles, practices.
 - 3) Board composition of skills and experience.
 - 4) Board/ED Education and Training
- B. Update and align governing documents with strategic direction and Texas and Federal law.
- C. Study and align AVA regions to support club growth.

Public Perspective

Operational Perspective