



# LONG BEACH GRAY PANTHERS

## GOALS AND OBJECTIVES 2020 - OUTREACH

### Goals with Objectives for Outreach

**1. IDENTIFICATION OF STRATEGIC ISSUES** for Outreach are determined.

**OBJECTIVES:**

1. Develop a strong Social Media presence
2. Issues will deal with Social Security, housing, a health issue, a social justice issue, an education issue and an environmental issue within these categories
3. Some issue campaigns will be short-term and some will be long-term
4. Long Beach Gray Panthers will become known for Advocacy

**2. STRATEGIES WILL BE DEVELOPED** for approaching each of the selected issues.

**OBJECTIVES:**

1. Two new key partners will be identified to collaborate with on outreach issues yearly
2. Membership will vote to determine each issue selected
3. Campaign strategies will be developed on each issue
4. White papers and position papers will be produced and distributed to the community

**3. A WRITTEN PLAN WILL BE DEVELOPED** for each strategy and strategic partners will be recruited to assist in developing and implementing the plan.

**OBJECTIVES:**

1. Develop a campaign plan for each action in partnership with the Advocacy and Education Committees
2. Recruit relevant partners to participate in the campaign or look for campaigns in process LBGP can support
3. Recruit interested volunteers to participate in training on specific campaigns and strategies in partnership with Education and Advocacy

**4. STRATEGIC ALLIANCES** will be established and maintained to further the corporate mission and goals in Outreach.

**OBJECTIVES:**

1. Develop a target list of potential partners and seek to create a relationship to advance both organization's mission
2. Working with the Education and Advocacy Committees develop educational pieces for campaigns to disseminate in community locations
3. Support campaigns by seeking funding and support from the community and sharing resources with the community
4. Attend community meetings and events to connect with new organizations and resources



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**5. STRATEGIC ALLIANCES WITHIN THE COMMUNITY** will be established and maintained to further the corporate mission and goals

**OBJECTIVES:**

1. Five new partnerships a year will be built to expand reach and outcomes
2. Ten community groups will attend meetings of LBGP at least 2 times per year
3. Each strategic partner will rate the partnership at 90% or higher on an evaluation survey

**6. IMPACT AND EFFECTIVENESS** is continually measured and outcomes are tracked for all outreach efforts

**OBJECTIVES:**

1. Outcomes will be tracked and reported on the Dashboard Report
2. Thirty percent of members will participate in actions or events
3. LBGP will be invited to the table when policies impacting seniors are discussed and will actively represent members' interests
4. LBGP will have satisfaction ratings of 90% or higher on member surveys conducted annually