

Hot Springs LGBTQ+ Community Network Strategic Plan (2026–2030)



BUILDING A STRONGER, MORE VISIBLE, AND INCLUSIVE COMMUNITY

Executive Summary

This strategic plan outlines the goals, objectives, and measurable outcomes for the Network over the next five years. This five-year plan outlines our roadmap to rebrand, strengthen community engagement, expand advocacy and operational efficiencies, and ensures financial sustainability and transparency.

Mission, Core Values, and Vision

Mission:

To foster a joyful, welcoming community where LGBTQIA+ people and allies feel safe, connected, and at home.

Guided by our *core values* of visibility, equity, inclusivity, empowerment, and community engagement.

Vision:

We envision a thriving, inclusive community where LGBTQ+ individuals of all identities and backgrounds are celebrated, supported, and empowered to live authentically. Guided by our mission and core values we are building a world grounded in community, visibility, and celebration.



Strategic Goals

Goal 1: Strengthen Organizational Identity

Objectives:

Refresh brand with inclusive messaging and updated visual identity.
Refresh website for greater accessibility and engagement.
Build out use of Instagram and TikTok.

Measurable Outcomes:

Launch refreshed brand and website by Q2 2026.
Increase online engagement by 25% within 12 months.

Goal 2: Establish a Community Center

Objectives:

Secure funding and location.
Develop young adult programming for social support and resources.

Measurable Outcomes:

Open center by Q3 2028.
Host 4 community events annually.

Goal 3: Establish Health & Wellness Initiatives

Objectives:

Offer quarterly HIV/STI testing with joint food drive.
Expand annual pride picnic to include a health fair.
Launch True You Closet
Create 2 health and wellness programs.

Measurable Outcomes:

Test 100 individuals annually.
Provide grants to 5 individuals per year starting 2027 and 10 individuals by 2029.

Strategic Goals

Goal 4: Education & Advocacy

Objectives:

Host quarterly workshops on LGBTQ+ issues and review of existing programs.
Launch annual educational scholarships fund and application process.

Measurable Outcomes:

Conduct 10 workshops annually.
Add Network funding to cover some/all costs of bowling and gift certificates for taco Tuesday and safe space dinner.
Implement 5 scholarship funds per year. Fund 1 by 2027, 2 by 2028, and remaining by 2029.

Goal 5: Financial Sustainability

Objectives:

Organize 2 major fundraising events annually: February and December.
Develop donor and sponsorship programs.

Measurable Outcomes:

Raise \$100,000 annually by 2030.
Soft launch campaign February 2026 and hard launch by May 2026
Yearly Hard launch for fundraising to kick off March 1st.
Secure 10 corporate sponsors by 2026.

Goal 6: Governance & Operational Excellence

Objectives:

Implement nonprofit governance best practices (SOP's and Accounting Software).
Maximize use of all existing platforms, volunteer hour tracking, and program/event attendance tracking.

Committee Formation:

Governance, Development, Program, and Nominations
Call to action campaign for volunteers: volunteer, social media, and events, and program coordinators.

Measurable Outcomes:

Complete governance framework by Q3 2026.
Conduct yearly impact reports.

Implementation Timeline

Year	Key Milestones
2026	Refresh brand and website, governance implementation, start HIV/STI testing and food drive, health fair, True You Closet, December fundraiser, workshops, and existing program review.
2027	Launch scholarship program.
2028	Open community center.
2029	Expand programs, advocacy campaigns.
2030	Full implementation, evaluation, sustainability planning, and new 5-year strategic plan to include possible youth programs.

Budget Estimates

Strategic Goal	Estimated Annual Cost	Total Estimated Cost (2026-2030)
Strengthen Organizational Identity (Rebrand and Website)	\$5,000 (one-time)	\$5,000
Establish Community Center	\$150,000 (one-time) \$50,000/year	\$400,000
Health, Wellness, and Social Initiatives	\$25,000/year	\$125,000
Education and Advocacy	\$20,000/year	\$100,000
Financial Sustainability (Fundraising Events)	\$100,000	\$500,000
Governance and Operational Excellence	\$5,000/year	\$25,000

Funding Strategy



To support the implementation of this strategic plan and cover the projected budget, the organization will pursue a diversified funding strategy that includes the following approaches:

Grant Applications:

- Apply for local, state, and national grants focused on LGBTQ+ advocacy, health initiatives, and community development.

Corporate Sponsorships:

- Engage local businesses and national brands for sponsorship opportunities.

Fundraising Events:

- Host multiple fundraising events annually to generate revenue and community engagement.

Partnerships:

- Collaborate with local organizations for shared resources and funding.



SWOT Analysis

<p><u>Strengths</u></p> <ul style="list-style-type: none">• Strong community support• Passionate leadership and volunteers• Clear Mission and Values
<p><u>Opportunities</u></p> <ul style="list-style-type: none">• Growing public awareness• Increased grant availability• Potential partnerships

<p><u>Weaknesses</u></p> <ul style="list-style-type: none">• New organization with developing infrastructure• Limited resources• Dependence on volunteers
<p><u>Threats</u></p> <ul style="list-style-type: none">• Political and social opposition• Economic instability• Burnout among members and volunteers