Pound Pals Strategic Plan

Goal 1
To promote awareness and provide support for animal welfare through advocacy, education, and animal socialization

Objective 1.1: Provide fundraising support for animal welfare in St. Peter.
   Initiative 1.1.1: establish annual fundraising events so that we may create activity space for the animals and benefit the current animal shelter structures.

Objective 1.2: Increase external communication and publicity to increase awareness of the program and its functions.
   Initiative 1.2.1: Explore, identify, and deliver/carry out the sharing of the program story and accomplishments.

Objective 1.3: To provide animal socialization to increase the adoptability of the animals.
   Initiative 1.3.1: Determine/generate ‘outcomes’ for the volunteers to work on and develop a tracking system.

Goal 2
Enhance volunteer commitment and build a stronger relationship between community and volunteers.

Objective 2.1: Increase the level of volunteer involvement and commitment to build a stronger relationship among volunteers and broader community.
   Initiative 2.1.1: Create opportunities for dialogue between the community and the volunteers.
   Initiative 2.1.2: Develop a rewards program to encourage volunteer involvement.
   Initiative 2.1.3: Develop opportunities for reflection among the volunteers to increase their understanding of what the program means to them.

Objective 2.2: Increase internal communication to create a better connection between volunteers and the program needs.
   Initiative 2.2.1: Develop standard protocol for internal communications.
   Initiative 2.2.2: Develop a system that allows program volunteers to share program input and feedback about what they understand the program needs to be
   Initiative 2.2.3: Develop effective communication strategies within each team.
   Initiative 2.2.4: Create a training and orientation that will better acclimate the volunteers to the program by creating a standard check list for the training volunteers to the program.

Objective 2.3: Strengthen the partnership with the Kind Vet Clinic to ensure that both sides receive benefit.
Initiative 2.3.1: Establish a communication plan with clinic which includes evaluation of the program, identification of program outcomes, and establishes common goals.