

5-YEAR GOALS

Periodically, the Board of Directors reviews the long-term goals for the organization to create achievable, measurable, near-term strategies for the next five years. The long-term goals are:

1

100 installs

Complete the 100th installation as an organization

2

Expand Donor Base

Diversify and expand sources the organization receives donations from

3

Endowment

Create an endowment to fund Agua Viva for decades into the future

4

Metrics

Consistently collect metrics from communities that have received water systems

5

U.S. Outreach

Improve efforts to connect and raise awareness in the United States about Agua Viva

6

Communications

Establish a consistent communication strategy for digital media outlets

7

Engage Volunteers

Ensure Agua Viva Home Office is fully staffed to support In Country Coordinators

8

Empower Women

Encourage women to participate in leadership positions across the organization

1

100 installs

STRATEGIES



COMPLETE 12 INSTALLS PER YEAR

Have enough staffing and funding to complete one install each month



MAINTAIN OPERATIONS OF CURRENT SYSTEMS

Reliably provide purified water for 100,000 people for years with existing systems



CONDUCT ONGOING EDUCATION

Change behaviors and advertise the availability of clean water through education



ADD TWO NEW COUNTRIES TO OUR TERRITORY

Create partnerships with individuals in new countries and a support team in the United States

2

Expand Donor Base

STRATEGIES



DIVERSIFY INCOME STREAMS

Obtain funding through four sources: fundraisers, corporate donors, private donors, and grants



ADD A CORPORATE SPONSOR

Partner with at least one company, preferably from the water industry



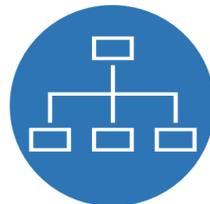
ESTABLISH A PRESENTATION TEAM

Create a presentation team to solicit corporate and private donations



COLLECT DATA AND PROVIDE INCENTIVES

Track giving habits and identify tiers of donations to create an incentive system that encourages increased giving



DIVERSIFY DONATION PLATFORMS

Create a platform to receive donations from an Estate or Trust and increase awareness of existing monthly giving platform

3

Endowment



STRATEGIES



CREATE AN ENDOWMENT

Register Endowment with the State of Kansas to fund regular expenses



DEFINE OVERHEAD EXPENSES

Ensure endowment funds are spent on fixed overhead expenses, such as office space, internet, and maintenance



DEFINE OPERATING EXPENSES

Ensure endowment funds are spent on predictable operating expenses, such as fundraising and marketing



REDUCE WASTE

Ensure endowment funds aren't spent on special projects outside of Agua Viva's stated mission

4

Metrics

STRATEGIES



DEFINE WHICH METRICS TO COLLECT

Collect metrics, such as bottles of water produced, frequency of health and hygiene education, number of people impacted



DEFINE WHEN TO COLLECT METRICS

Define a reasonable frequency to collect metrics and a method to provide these metrics to Agua Viva



ADJUST METRICS COLLECTION BASED ON FUNDRAISING NEED

Determine what metrics are needed for grant writing, corporate donations, website publication, or social media

5

Improve U.S. Outreach

STRATEGIES



PARTICIPATE IN COMMUNITY EVENTS

Quarterly, participate in local community events to raise awareness, such as Old Shawnee Days or the Ethnic Enrichment Festival



CREATE CO-SPONSORED FUNDRAISERS

Leverage corporate partnerships to organize co-sponsored fundraisers that benefit Agua Viva



EXPAND CORPORATE SPONSORSHIPS

Increase annual contributions from corporations, including the ability to sponsor a specific install project

6

Improve Communications

STRATEGIES



MAINTAIN AGUAVIVAINTERNATIONAL.ORG

Keep the website - the organization's primary source of information - updated with upcoming events and recently completed installs



LEVERAGE THE OZONATOR

Send Agua Viva's newsletter quarterly, featuring in-country updates and gratitude to our supporters



GROW FACEBOOK VISIBILITY

Increase followers to 750 and create standards for posts, including guidelines and a calendar



EXPAND INSTAGRAM PRESENCE

Establish cross-posting standards and share one "call to action" reel per month for upcoming events or donations



BUILD OUT LINKEDIN

Update LinkedIn profile to better align with current mission and create a regular cadence of posts

7

Engage and Support U.S. Volunteers

STRATEGIES



INCREASE U.S. VOLUNTEER PARTICIPATION

Recruit volunteers via website, social media, and personal outreach by posting organizational chart and vacancies



FILL ALL BOA & BOD POSITIONS

Fill all vacant positions and create a transition plan for each position with three-year staggered terms



EXPRESS APPRECIATION

Develop methods to acknowledge and appreciate volunteer work, focusing on highlighting impact made



INCREASE OPPORTUNITIES FOR TRAVEL

Establish travel standards and requirements, and regularly update volunteers on travel opportunities



PUBLISH VOLUNTEER METRICS

Identify In-Country teams and increase In-Country participation by providing support through a U.S. volunteer counterpart

8

Empower Women

STRATEGIES



ESTABLISH EQUAL REPRESENTATION ON THE BOD

Achieve 50% of Board of Directors seats held by women and current directors regularly referring women



ESTABLISH EQUAL REPRESENTATION ON THE BOA

Achieve 50% of Chairperson positions on the Board of Administration held by women



SUPPORT LOCAL WOMEN IN-COUNTRY

Promote women as In-Country Coordinators and aim for 50% female representation among Operating Partner trainees



DEVELOP & ENCOURAGE LEADERSHIP TRAINING

In all levels of the organization, develop leadership training and encourage women serving in all roles to participate