

You call this

YOGA.

Strategic Plan 2020-2022

Adopted October 2019

Mission

Empowering our community to enhance their well-being with accessible yoga

Vision

Healthier individuals and communities through yoga practices

Core Values

Inclusive

Welcoming everyone as they are

Caring

Providing leadership for the health of our community

Resourceful

Cultivating partnerships for greater impact

Board of Directors 2020

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Development Co-Chair

Marc Gracieux

Vice President,
Strategic Planning and
Governance Co-Chair

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Strategic Planning and
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Celia Hartnett

Development Co-Chair

Randy Cagan

Development Committee

Howie Shareff

Executive Director



Strategic Goals

Goal 1: Governance

Follow nonprofit best practices to develop a strong, sustainable volunteer team

Strategy 1.1 – Strengthen board recruitment, orientation, engagement and assessment and address age and diversity gaps

Strategy 1.2 – Develop clear roles and responsibilities, job descriptions and committee structure with accountability

Strategy 1.3 – Implement regular assessment of bylaws and policies and procedures

Goal 2: Program

Deliver high-quality yoga programming to advance the mission

Strategy 2.1 – Focus on five end-user segments: adults, families, veterans, cancer, addiction

Strategy 2.2 – Cultivate and engage a committed corps of teachers

Strategy 2.3 – Foster relationships with value-aligned partners for program delivery

Goal 3: Resource Development

Develop a balanced revenue portfolio from individuals, corporations, government and foundation sources and grow budget to \$150K

Strategy 3.1 – Grow individual and corporate giving and ensure 100% board giving

Strategy 3.2 – Develop robust grant research and management system

Strategy 3.3 – Grow Bliss Body Yoga revenue and cultivate additional partnerships

Goal 4: YogaFest NC

Leverage this flagship event to support all organizational goals

Strategy 4.1 – Increase profit by 50% in 2020 (30% in 2021)

Strategy 4.2 – Increase diversity of attendees

Strategy 4.3 – Strengthen existing and cultivate potential partnerships

Strategy 4.4 – Ensure high quality and inclusive programming

Goal 5: Outreach

Leverage all volunteers and marketing communication channels to increase brand awareness and mission impact

Strategy 5.1 – Deepen engagement and connection of Ambassadors as a pathway to board service

Strategy 5.2 – Fine-tune Ambassador onboarding platform

Strategy 5.3 – Develop cross promotional initiatives with existing partners



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