



2024- 2025 Event (FUN) Committee “Mini” Strategic Plan

- ❖ **Vision:** Create and host non-competitive events that are fun for members, and the community, where everyone feels welcomed and part of our club while having fun together.
- ❖ **Mission:** Creating opportunities for membership engagement at SLNC. Supporting long term projects, charities or yearly events which keeps us connected to the community.
- ❖ **Goals:**
 - Speak to membership about past events and identify new ones for the future.
 - Add more volunteers to the committee.
 - Develop a calendar of events we undertake each year.
 - Understand what types of events create the greatest impact for participants.
 - Prepare statements for SLNC celebrating when we raise money for charities or organizations that can be shared in newsletters and with news outlets and social media channels to help promote SLNC.
- ❖ **2024/25 KPIs:**
 - Provide schedule of planned events and all details needed for successful events (scheduling of people, materials needed, and advertising via eblasts, and social media channels) to SLNC General Manager.
 - Identify a charity for next year’s International Women’s Day event (or charity selection criteria) and explain why they have been selected.
 - Create a survey to get feedback from each event and gain insight into possible new events.
 - Make prepared eblasts statements to share outcome of event (funds raised, number of participants, photos). Share to social media and news outlets.
- ❖ **Implementation Plans** (including timeframes/schedule)
 - September 2024: Communicate via report to Board of events planned for 2024/25 after confirming all other scheduled events (from August Board meeting).
 - October 2024: Review confirmed dates for competitions with GM, and provide schedule for fun events for 2024/25 season by AGM in November.
 - November 2024: Publish events on SLNC website calendar and promote through SLNC newsletter
 - January 2025: Decide on Charity for International Women’s Day event (March 8th)
 - February 2025: Pop up Cookie Day around Family Day weekend.

More to come...