**Writers of the Mendocino Coast Strategic Plan 2024-2027**

Vision

Within the next three years grow the Writers of the Mendocino Coast into a successfully run chapter of the California Writers Club with annual funding of $11,000, providing encouragement, skill building, publishing opportunities, social connection, and community for the writers and aspiring writers of the Mendocino Coast.

Mission: Writers of the Mendocino Coast connects writers with community, creativity, and craft.

Strategies—Implement over the next three years 2024-2027

1. Attract new members with improved marketing materials, networking with community partners, and outreach to diverse and younger populations.
2. Expand community participation by using social media, partnering with community organizations, and improving the website.
3. Build the organizational structure by clarifying the board member application process, defining volunteer opportunities, and organizing committees.
4. Improve programs by providing more member networking, public readings, public writing sessions, and online prompts.
5. Grow the operating funds with revenue streams from the anthology, fundraising events, sponsorships and grants, and expanded club membership.

Action Plans—Implement over the coming year 2024-25

1. Make at least three presentations to community college classes by 9/30/24.
2. Complete updates of member bios on the website by 6/30/24.
3. Establish an Instagram presence by 2/15/24.
4. Form volunteer committees by 12/31/24.
5. Implement job shadowing to train volunteers by 12/31/24.
6. Offer weekly writing prompts through the website and social media by 7/1/24.
7. Provide four public readings and four public writing experiences by 6/30/25.
8. Expand monthly meetings to allow networking by 3/31/24.
9. Rewrite descriptions of programs (Ekphrasis and SmatchUp) by 7/31/24.
10. Sell at least $500 of anthology ads or sponsorships by 10/15/24.
11. Schedule at least one local “Dine Out” fundraiser by 5/1/24.
12. Secure sponsorship for at least two meeting speakers by 12/31/24.

Objectives—What we will measure.

1. Increase operating funds from $6,800 to $11,000 by June 30, 2027.
2. Increase membership from 73 to 85 by 7/1/25.
3. Increase average meeting attendance by 10% by 12/31/25.