



CASA Cares 2016-2017 Strategic Plan

Presented by Yasmine Ait Bihi

WHO WE ARE

CASA Cares is the charity wing of the Commerce Administration Student Association at the John Molson School of Business. We are a committee run by 14 dedicated students who value the importance of their involvement in the improvement of the community.

Throughout the years CASA Cares has contributed to many charities including OneXOne, The Breast Cancer Foundation, CEED, Movember, and The Montreal Children's Hospital for which it has raised more than \$190,000 through our Annual Fashion Show.

CASA Cares continuous success is the proof that small actions can build up to remarkable achievements that help improve the lives of people across the country. As Will Smith said "Your life will become better by making other lives better."

MISSION

CASA Cares mission is to contribute to improving people's lives through fundraising, inspire students to get actively involved in their community and promote social awareness and responsibility within Concordia University and Montreal.

VISION

We aspire to form a community of socially-conscious students who will continue to improve their environment by making philanthropic choices as business leaders.



VALUES

- **Honesty & Integrity**

At CASA Cares we believe that honesty and integrity are the foundations of leadership. We believe in treating others the way we want to be treated and in the importance of setting an example in our community by always acting upon these values.

- **Hard work & Perseverance**

As Newt Gingrich stated, “perseverance is the hard work you do after you get tired of doing the hard work you already did.” At CASA Cares we believe that perseverance is the key to success, because every dollar, action and effort can make a difference.

- **Teamwork**

At CASA Cares we believe in the importance of working with each other and instilling an atmosphere of trust, creativity and support for each other. Whether it is with our executive members, our partners or the students, we believe that working together can only increase the positive impact we can have on the world.

- **Innovation**

At CASA Cares innovation is what allows us to surpass our objectives. We try introducing new events, new ideas and we constantly seek creative ways to reach out to students and to the community. We believe that innovation allows for improvement, and improvement is always a goal.



GOAL

Our goal this year is to optimize our resources in order to offer more community involvement opportunities for JMSB students, to raise more funds through our events, and to increase social awareness amongst students.

STRATEGIC IMPERATIVES

This year we would like to focus on three things: increasing the efficiency of our organizational processes, place CASA Cares in the community and involve our students more.

Increase efficiency of our organizational processes

Objectives:

- Work as efficiently as possible using the resources available
- Facilitate communication between the executive team
- Encourage ideas sharing and teamwork
- Ensure sustainability and ease of transition for next year

Actions:

- Use Podio to facilitate the execution of everyone's tasks
- Use Podio for meeting-related information
- Use Google Drive as an archive for the current team (executive's mandates, sponsorship letters and packages, team members schedules...)
- Create internal databases on Google Drive and Podio that will serve as a guide to future executive teams and ensure continuity



- Ask team members to brainstorm prior to the meeting regarding a subject matter of interest to encourage idea sharing

Metrics

- Have members log into Podio a least 4 times a week
- Have members update their Podio page every week
- Post meeting minutes and meeting information at least 4 days prior to the meeting
- Have 80% of members make turnover documents before the turnover

Position CASA Cares in the community

Objectives:

- Develop CASA Cares branding
- Spread greater awareness about CASA Cares
- Reach out to a greater number of students and people in the community
- Offer greater social media support to charities in Montreal
- Increase attendance to our events and raise more funds

Actions:

- Develop and establish a year-long marketing strategy
- Redesign CASA Cares website
- Engage weekly with students and charities on social media
- Post weekly on all of our social media platforms



Metrics:

- Maintain a reach of at least 1,000 people on our weekly Facebook posts
- Have at least 100 visitors per month on our website
- Schedule social media posts at least one month in advance
- Share one post per week to engage with students
- Share one post per week about charity to inform students
- Post about different charities every week
- Increase attendance to our events by 15%
- Increase funds raised by at least 5%

Involve students more

Objectives:

- Facilitate and encourage students involvement in the community
- Build relationships with new charities in Montreal and act as an intermediary between them and students
- Engage with a greater number of students and people in the community
- Involve students creatively at our events

Actions:

- Build an involvement platform on www.casacares.com
- Have a group of spokespeople represent different charities and encourage other students to give their time
- Promote the volunteering experiences available on our social media
- Add the students volunteering hours to the co-curricular record



Metrics:

- Have at least 3 charities per semester participate on our platform
- Have 50 people per semester use the volunteering platform
- Have 3 spokespeople per charity
- Have at least 15 volunteering hours logged in by students per charity
- Have at least 100 visitors on our website per month
- Have at least 20% of the total volunteers per event be new volunteers