

**Road Map Planning Worksheet**

**Part 2**

**Action Planning for your Organization**

**EXAMPLE 1: Humane Society**

|  |  |
| --- | --- |
| Organization Name: Humane Society of Greater Gotham | Plan Date:January 20, 2021 |
| Mission Statement:“To bring people and animals together to create a no-kill community in Davis County. We provide shelter and care to homeless pets, low-cost spay/neuter, and pet adoption services for the community to help create a lifesaving safety net for every homeless dog and cat in our community.” |

**Assignments for Goals:**

|  |
| --- |
| Goal 1: (Enter Goal)* + Increase foster homes to foster 20% more kittens in 2021 over 2020.
 |
| How you plan to achieve Goal 1:* Recruit new foster caregivers
* Retain foster caregivers

Leadership team lead for this goal: Operations Director**√** = person overseeing task, √ = team member |
| Departments or Individuals names: | Foster care coordinator  | Cat Care manager  | Adoption manager | Marketing manager |
| List below high level department objectives to be accomplished within one year. |  |  |  |  |
| Gain an understanding of foster caregivers’ opinions and preferences | **√** conduct survey or focus groups |  |  |  |
| Review foster care processes and make updates  | **√** review all processes identify issues and bottlenecks, revise  | √ | √ |  |
| Foster caregiver recruitment marketing | √ |  |  | **√** develop marketing plan, execute approved plan |
| Training for foster caregivers | **√** create/update foster care training program | √ | √ |  |
| Support system for foster caregivers: veterinary care | **√** work with veterinary team to update support processes | √ |  |  |
| Support system for foster caregivers: peer to peer | √ create support network |  |  | √ social media support |
| Appreciation for foster caregivers | √ create an appreciation plan, execute plan |  |  |  |
| Assessment | √ track progress and assess success with Operations Director |  |  | √  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |