



# Strategic Plan 2017-2019

Approved by majority vote of the board of directors, October 12, 2016.

Our Vision	Be THE resource for UN related efforts in the midwest and set an example for UNA Chapters in the US.
Our Mission	UNA-GCC aims to educate local citizens of the vital work of the United Nations and advocate on behalf of the UN.
Who We Serve	Greater Chicago Metropolitan Area - serving adults ages 18 - 100+
Our Programs and Services	UNA-GCC accomplishes its mission in 4 ways: <ul style="list-style-type: none"><li>• Developing members and volunteers who are aware of UN efforts and civically engaged</li><li>• Public policy education and civic engagement</li><li>• Promote awareness of Global Goals through the use of Global Goal Ambassadors</li><li>• Advocacy at local, state, and federal levels</li></ul>
Our Goals: 2017 - 2019	<ol style="list-style-type: none"><li>1. Advocate and educate on behalf of the United Nations.</li><li>2. Connect with local organizations for increased visibility and awareness.</li><li>3. Enhance membership.</li><li>4. Create an increasingly efficient and financially stable organization.</li></ol>



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## Background and Context

The UNA Greater Chicago Chapter (UNA-GCC) was created in the early 1990's. After a few years of inactivity, the chapter was reinvigorated in 2004 and has seen fluctuations in both membership levels and board activity since then. Successes from 2015 include several well-attended educational events and a Model UN event. The year 2016 has seen more of a focus on the Sustainable Development Goals with the launch of Global Goal Ambassadors and a Young Professionals committee. Looking forward, 2017-2019 goals include focusing advocacy goals, member expansion, and building on local partnerships.

UNA-GCC is a Chicago based chapter of the United Nations Association-United States of America (UNA-USA or National). As such, our actions often follow the lead of National initiatives. Our goal as a chapter is to educate our community of UN actions and encourage advocacy on behalf of the UN. As a 100% non-profit volunteer run organization, we have a variety of strengths, weaknesses, opportunities, and threats. Each area requires careful analysis in order to improve the future successes and efficiency of our organization.

We are fortunate to have consistently retained a Board dedicated to supporting the United Nations over the years. Though high turnover can slow progress, the majority of the Board brings support in the form of monetary contributions, personal connections, and hours of hard work. Volunteer members are another invaluable resource though a lack of structured opportunities has hindered consistent dedication. We are not effectively organizing the excited volunteers that reach out for opportunities. Though both board directors and volunteers/members give monetary contributions, the organization decreased in funds, roughly \$10,000, from 2015 to 2016. There needs to be a refocus and raised consciousness towards the budget and fundraising in order to remain sustainable. In order to raise funds, UNA-GCC requires a clear mission that stands out against the many similar, competing organizations in the Chicago area.

UNA-GCC has seen sporadic and inconsistent growth over the years. A strong mission, clear goals, taking advantage of opportunities, and addressing weaknesses are key for the development of a thriving UNA-GCC. In addition, data metrics will be collected and analyzed to help us achieve these goals, including advocacy initiatives.



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## Our Goals: 2016 - 2018

### Goal 1: Advocate and educate on behalf of the United Nations.

In order to maintain and grow local support, UNA-GCC must provide consistent and engaging educational programs as well as opportunities to connect with their local, state, and federal government. Provide value to members through public programming such as InterGenMUN,

#### Strategies and Tactics:

- Lead members to contact elected officials with the goal of changing U.S. policies and ratify treaties supported by the Better World Campaign.
  - Develop relationships with local, state, and federal elected officials.
- Provide education and increase awareness around key issues related to U.S.-UN relations.
  - Public advocacy through programs such as InterGenMUN, Global Goals Ambassadors, etc.
  - Disseminate information through communication and social media efforts.

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### Goal 2: Build partnerships with local organizations to increase our resource network

It is essential to collaborate with local organizations currently working towards similar goals in order to advocate more effectively. The partnerships will provide opportunity to engage a broader network of citizens that are interested and supportive of UN efforts, and strengthen resources and capabilities.

#### Strategies and tactics:

- Utilize current membership connections
  - Encourage outreach to existing network
- Identify organizations with shared missions
  - Research local non-profits, identify advocacy collaboration, strategically partner
  - Recognize and express gratitude to an organization that is actively working to achieve the global goals.
- Actively work with consulates and intergovernmental offices



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- Conduct ExecComm meetings and extend event invitations

## Goal 3: Enhance Membership

Membership is the core reason why UNA-GCC exists. It is essential to provide consistent and engaging programming and advocacy opportunities in order to order to achieve a goal of increasing retention and growing our membership base.

### Strategies and tactics:

- Engage and educate members
    - Offer meaningful programming
  - Networking opportunities
    - Provide time before and after events for our globally-minded members to connect with one another, event speakers, and/or board members.
  - UNA-GCC will lead at least one advocacy visit per year; open to all members
    - The visit will address ongoing and current issues related to US leadership in the UN.
  - Identify potential members
    - GenUN to YP
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## Goal 4: Create an increasingly efficient and financially stable organization.

A main focus over the next few years must be on establishing a consistent grant application process and donor program. Ensure financial stability to maintain a commitment to our mission.

### Strategies and tactics:

- Channel volunteer enthusiasm
  - Create and maintain opportunities for involvement
- Increase number of grant applications
  - Research grant options
  - Timely execution of grant applications
- Expand donor and sponsorship base
  - Identify interested philanthropists
  - Host fundraising events



UNITED NATIONS ASSOCIATION  
*of the United States of America*

GREATER CHICAGO CHAPTER

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## About UNA-GCC's Strategic Planning Process

The Strategic Planning Process began with consultations with the DC Chapter, UNA National office, and Minnesota Council of Non-Profits. The Planning Committee met a handful of times over 4 months with consistent communication and revisions in order to produce this document.

## Strategic Planning Committee Members

Kerith Iverson, Asta Sharma, Andrea Tyrrell, Naomi Thornton, Sana'a Hussien, Cory Jones, Charlie Gunn