

## **PFLAG Franklin-Hampshire Chapter**

### **Two-year Strategic Plan 2025 – 2026**

**(including Mission, Vision and Solidarity Statements; SWOT Analysis; SMART Goals Definition; Strategic Objectives and Supporting Tactics)**

#### **Mission statement:**

**To provide support, education and advocacy for the LGBTQIA+ community and those who love us.**

#### **Vision Statement:**

**To ensure that the Western MA LGBTQIA+ community, their families, friends, and loved ones are fully accepted and loved; to advocate for and support one another.**

#### **Statement of Solidarity:**

**We are PFLAG Franklin-Hampshire, a chapter of PFLAG that serves Western Massachusetts. We are lesbian, gay, bisexual, transgender, queer, intersex, asexual, and other people marginalized because of their sexuality or gender (LGBTQIA+ individuals), along with their families, friends, loved ones, and allies, working together to provide education, support, and advocacy for the LGBTQIA+ community in all its splendor and diversity.**

**Unfortunately, our country has a long history of promoting the oppression of LGBTQIA+ people, especially LGBTQIA+ people of color, within a culture of patriarchal, hetero-cis-normative, white supremacy. As a result, whenever authoritarian leaders attempt to rally people in the US around an agenda of fear, division, and hate, they aim their sights on the very people PFLAG is determined to lift up in love and support.**

**We stand in solidarity with the LGBTQIA+ community and will not allow bigotry, racism, and anti-LGBTQIA+ hatred to drive us apart. We will call out misinformation, disinformation and all attempts to minimize, reduce, or eliminate the very existence and history of trans and nonbinary people in our society. We will fight for the future of our trans and nonbinary youth. We will be there for our families, friends, loved ones, and the LGBTQIA+ community to lovingly, yet assertively, stand up and celebrate our diversity and common bonds.**

**WE SEE YOU.**

**We are LOVE. We are HERE.**

**We are PFLAG Franklin-Hampshire.**

## S.W.O.T. Analysis as of 1/12/2025

<b><i>Strengths (internal)</i></b>
Chapter President's leadership and connections in the community
Strong and dedicated leadership board
Dual format (support/educational) virtual meetings
Strong resources and referral process
Learning and teaching organization
Strong and well-established community presence
Safe & secure space
<b><i>Weaknesses (internal)</i></b>
Lack of succession planning and Leadership Board size and bench depth
Chapter and Leadership Board size
Lack of diversity in chapter and on board
Limited ability to delegate tasks (re: institutional inquiries, referrals, emails) and volunteer burnout
Lack of written protocols, procedures and resources
Lack of planning and goals around community activities
<b><i>Opportunities (external)</i></b>
Grants/fundraising
Local coalition and partnership development
Develop chapter as a top-tier resource for institutionally based inquiries (behavioral health, churches, schools, CBOs, news outlets, etc.)

Completion of an area LGBTQIA+ resource guide
Develop area spokespersons for chapter
<b><i>Threats (external)</i></b>
Current national political climate regarding LGBTQIA+ community and allies
Occasional disconnect between PFLAG National and local chapter (what works for large urban chapters and for PFLAG National doesn't necessarily work for our area)
<del>HR 9495: Termination of tax-exempt status of Terrorist Supporting Organizations</del> (stalled in U.S. Senate, Jan 2025)

All Strategic Objectives shall support the Mission and Vision of the organization and shall address the issues outlined in the S.W.O.T. Analysis

Each Strategic Objective and supporting tactics shall be assigned to at least one Board Member or chapter volunteer.

All Strategic Objectives shall be reviewed for progress at each Board meeting.

Each Strategic Objectives and supporting tactic shall meet the SMART Goals criteria as defined below.

**S.M.A.R.T. Goals**

**S - Specific:** The goal clearly states what needs to be done and who is responsible

**M - Measurable:** The goal includes a way to measure progress

**A - Achievable:** The goal is realistic and can be accomplished within a reasonable time frame

**R – Relevant:** The goal is aligned with overall objectives and current tasks

**T – Time-Bound:** The goal has a clear deadline or target date

**NOTE: Names, measures, time frames and target dates have been excluded from this document as specific to the PFLAG Franklin-Hampshire Chapter.**

**Strategic Objective #1:** Increase membership and volunteers as well as expand Leadership Board

1. Hold formal membership/participant/volunteer drives (explore member incentives)
2. Develop “immediate asks” list of activities for new and interested individuals
3. Collaborate with other LGBTQIA+ focused Boards
  - A. Create “Institutional Board Membership” opportunities,
  - B. Create reciprocal/institutional membership
4. Develop a volunteer action plan (training, areas of work, expectations, etc.)
5. Members of the Leadership Board attend partner organization’s meetings/events with membership materials and sign-ups
6. Increase community presence (not just Queer orgs)
7. Increase social media and email presence

**Strategic Objective #2:** Develop strong community partnerships including schools, churches and other LGBTQIA+ organizations and agencies (Increase awareness of PFLAG Mission within the community)

1. Collaborate with other agencies and events. Examples include but are not limited to: Translate Gender; Trans Health; Tapestry; Pride events; Stonewall Center
  - A. Develop school outreach program
  - B. Develop “Open and Affirming” (ONA) church outreach program
2. Develop Speakers Bureau

**Strategic Objective #3:** Ensure organizational longevity by developing written governing documents which include duties and responsibilities allowing for shared workloads and succession plans.

1. Write 2-year Strategic Plan
2. Establish documents that better define Leadership Board roles and responsibilities
3. Establish calendar of organizational responsibilities, events, by-laws updates
4. Establish written policies and procedures, succession plan, and other critical organizational documents
5. Develop emergency/urgent organizational contingency plans based-on changing political environment should local PFLAG Chapters be declared terrorist organizations under the current administration in Washington, D.C.

**Strategic Objective #4:** Build a financially stable organization while diversifying and expanding funding sources

1. Hold at least one major fundraising event per year
2. Participate in public giving events such as Giving Tuesday
3. Use best efforts to secure one or more corporate donors within the next 12 months
  1. Utilize proposed “Large \$” donor list from internal chapter documents
  2. Member of the Leadership Board to reach out to one large donor quarterly soliciting donations
4. Write at least one “Large \$” grant annually

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