Long Range Plan ORTA 2019 to 2024

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| Area of Focus | Activities |
| Fundraising | * Define the scope and responsibilities of committee * Access other revenue sources apart from membership and relay event (e.g., MEC, Seniors Fund, Government, Corporations, review the role of the adventure relay * Consider other sponsorship models (bronze, silver, gold) where partners are recognized for events |
| Membership | Review skills of current volunteers from the data base  Review the categories of skills solicited   * Send reminder notifications to members every year to update skills |
| Publicity | * Use the brand positioning statement as anchor (on magazine, social media). * Renew the website and publicity materials regularly * Use email blasts and social media channels regularly * Continue to put forward a presence at area festivals and * establish chapter publicity persons |
| Board (includes finance) | * Solicit new board members as needed on a regular basis * Continue to build productive relationships with partners i.e. Toronto Region Conservation Authority, York Region Forest Authority etc. and landowners * Recognize landowners consistently through suitable means * Raise revenue to break even status, and or consider revised structure with greater reliance on volunteers * Resolve guidebook and market new format |
| Trail Maintenance | * Form more active partnerships with other hiking groups along the trail to engage them in the maintenance process * Standardize reporting and frequency of maintenance in each chapter |
| Management | * Amalgamate chapters in certain areas and regenerate chapter engagement * Designate one or two board members with this responsibility exclusively * Develop standardized dashboard to track progress and activities of chapters – share biannually * Develop co chairs where possible to share organizational load. * Continue to work to expand the trail system off road |
| Hike Program | * Expand the hike crest activities to an event annually or biannually * Develop recognition devices such as crests for various groups of hikes, * Ensure a range of hikes considering target audience, location, difficulty, length, theme * Initiate a hike leader course every two years to facilitate a wide range of hikes |