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
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| Membership | Review skills of current volunteers from the data baseReview the categories of skills solicited* Send reminder notifications to members every year to update skills
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| 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
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| 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
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| 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
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| 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
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| 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
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