



**National Strategic Plan
2012-2017**



For the Society, Solidarity is:

Goal 5: Establish **collaborative relationships** with diverse organizations around issues of poverty.

OBJECTIVES

- 5.1 **Vincentian Relationships:** Strengthen relationships within the Vincentian Family leadership around systemic change initiatives.
- 5.2 **Exploration:** Explore collaboration with Vincentian Family higher education around systemic change strategies.
- 5.3 **Collaboration:** Collaborate actively at the national level with Catholic, other faith-based organizations, and secular organizations such as for profit, nonprofit, and governmental entities to make poverty visible.
- 5.4 **Election 2016:** Make poverty an important focal point in the 2016 election.
- 5.5 **Disaster Relief:** Create disaster response plans which are effective and efficient across a broad spectrum of disaster situations.
- 5.6 **Special Works:** Provide a system of guidance and support for Stores and Special Works.



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For the Society, Solidarity is:

Goal 6: Execute a **Comprehensive Development Program** for coordinated national and local giving to fund the Society's Mission and Vision.

OBJECTIVES

- 6.1 **Stewardship Culture:** Create a culture of stewardship throughout the Society and the country to address poverty in all its forms.
- 6.2 **Conference/Council Fundraising:** Expand the fundraising capacity at Conference/Council levels.
- 6.3 **National Council Fundraising:** Expand the fundraising capacity of the National Council.
- 6.4 **Collaborative Fundraising:** Identify strategic national partners and work collaboratively toward raising funds which can be used for initiatives to end poverty.



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For the Society, Solidarity is:

Goal 1: Enable **spiritual growth and leadership development** throughout the Society.

OBJECTIVES

- 1.1 **Vincentian Spiritual Formation:** Implement a Vincentian Spiritual Formation Plan for Vincentians and volunteers in Councils, Conferences and Special Works.
- 1.2 **Spiritual Advisors:** Cultivate active and formed lay, ordained and/or religious spiritual advisors for every Conference, Council, Special Work and Region.
- 1.3 **Formators:** Provide formation for Regional and Council Formators.
- 1.4 **Vincentian Pathway:** Design and implement the Vincentian Pathway for all levels and positions, roles, ministries of the Society.
- 1.5 **Home Visitors:** Develop a standardized formation process for home visitors, incorporating systemic change attitudes and actions.
- 1.6 **Ozanam Orientation:** Provide appropriate Ozanam Orientation materials for Councils, Isolated Conferences, Special Works, Stores, Youth and Young Adults and Latino/Hispanic members.
- 1.7 **Leadership Development:** Identify, attract, develop and support all leaders at every level of the Society.



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For the Society, Solidarity is:

Goal 2: Develop **communication resources** to serve persons living in poverty, members, donors, and collaborators.

OUTWARD FACING OBJECTIVES

- 2.1 **Credible Voice:** Establish the Society as a credible voice for and with those living in poverty in the United States, using both traditional and social media.
- 2.2 **Consistent Message:** Develop easily accessible key information and supportive materials to convey a consistent message regarding the Society's Mission and Vision.
- 2.3 **Poverty as a Societal Issue:** Raise the significance of poverty as a high priority societal issue.

INWARD FACING OBJECTIVES

- 2.4 **Communication Practices and Standards:** Adopt professional communication practices, protocols, branding and graphic standards throughout Councils, Conferences, Stores and Special Works.
- 2.5 **Communication Processes and Technology:** Improve internal communication processes and technology to foster a rapid, reliable transfer of information to and from Councils, Conferences, and members.



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For the Society, Solidarity is:

Goal 3: Achieve **unity** at every level of the Society.

OBJECTIVES

- 3.1 **Extension:** Revitalize and grow the Society in every diocese in the United States.
- 3.2 **Twinning:** Expand traditional and project focused Twinning domestically and internationally.
- 3.3 **Governance:** Develop and provide tools and guidance on governance, accountability and operational matters for Conferences and Councils.
- 3.4 **Credibility:** Proactively identify and resolve situations which may harm the Society's Mission or Vision.
- 3.5 **Relationships:** Enhance awareness and acceptance of Vincentian staff and Vincentian member relationships.
- 3.6 **Youth and Young Adults:** Advance membership of youth and young adults in the Society through extension, awareness and acceptance.



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For the Society, Solidarity is:

Goal 4: Embrace systemic change to deepen **solidarity** for and with those living in poverty.

OBJECTIVES

- 4.1 **Education:** Educate all members of the Society about the nature and importance of systemic change.
- 4.2 **Systemic Change:** Create and implement a systemic change focus for national, regional and local Vincentian activities.
- 4.3 **Advocacy:** Strengthen and broaden Voice of the Poor and other advocacy initiatives of the Society.
- 4.4 **Diversity:** Increase awareness of multicultural/diversity issues and build cross-cultural competencies.
- 4.5 **Leadership/Membership Diversity:** Achieve greater diversity in leadership and membership
- 4.6 **Participation:** Engage those living in poverty in our systemic change decision making processes.