

Canadian Pony Club

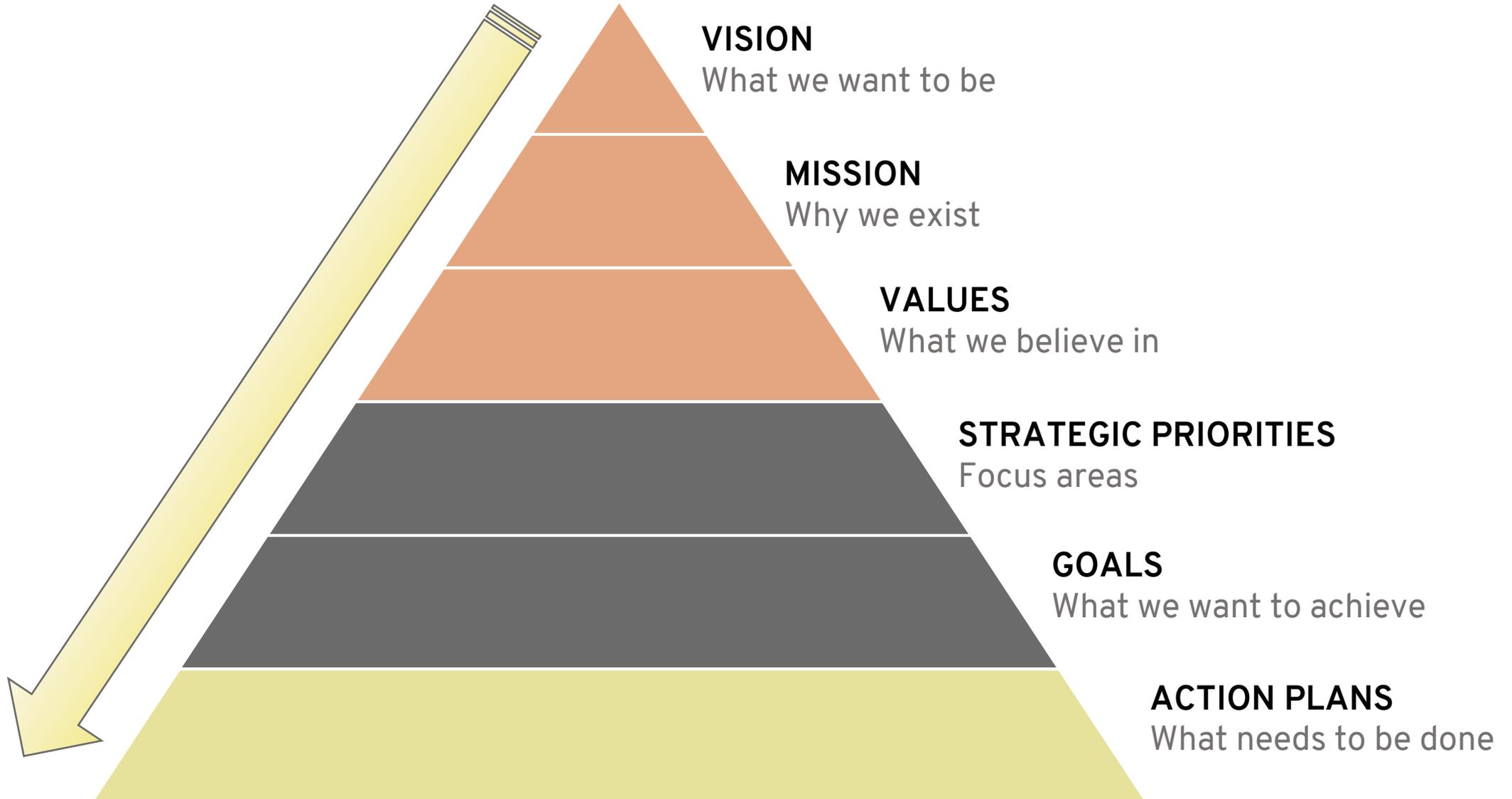
Strategic Plan 2019



In November 2018, the National Board approved the Strategic Plan 2019. This plan represents a year of intensive research, discussion and refining by a dedicated work group. The goal was to create a clear direction for the organization with realistic and achievable goals for Year 1. During 2019, the working group will further develop the strategic Plan for Years 2-5 to recommend to the National Board.

Canadian Pony Club has a history of over 80 years in Canada. The Strategic Plan 2019 represents our commitment to renewing the organization for the future, and we invite all members, parents, volunteers, and other stakeholders to engage and contribute to achieving this Plan.

STRATEGIC PLAN PYRAMID



VISION, MISSION & VALUES

To be the Canadian leaders in equestrian-focused education preparing citizens for life.

OUR VISION

To build confident, competent and knowledgeable individuals in a safe, friendly environment, through their passion for horses.

OUR MISSION

OUR VALUES

Community

Building lifelong friendships and developing strong ties to the wider equestrian community.

Passion

Inspires commitment in members and volunteers

Learning

To acquire skills and knowledge about yourself, equine partners and the broader world

Achievement

Being the best through personal and organizational growth

Fun

Keeps the joy in all that we do

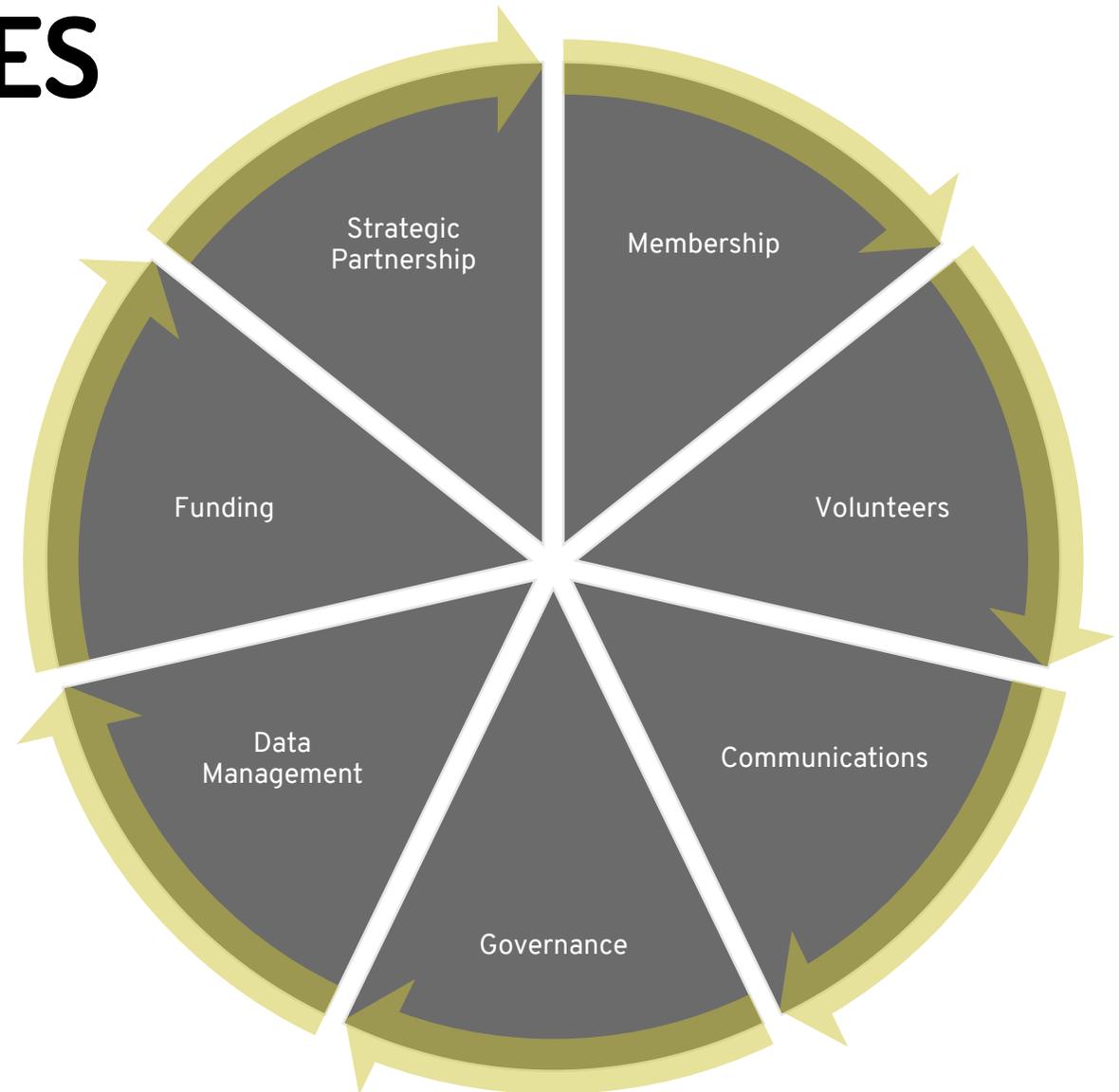
Respect

For the horse, self and others

STRATEGIC PRIORITIES

Year 1 Strategic Priorities – Assigned to a key resource (champion) to develop and execute the Action Plan to accomplish the goals for each priority.

Next Steps – Continue to build upon this plan for Years 2-5 as a working document. As the action items for Year 1 are achieved, they form the foundation for future development and growth towards the Vision.



GOALS

Membership

Increase membership retention to maintain strong national membership base.

Volunteers

Minimize conflict to create a safe, friendly, respectful environment within the branches, and regions as a whole (i.e. disciplines)

Communications

Upgrade and improve external communications, and implement reliable internal communications.

Governance

Implement appropriate governance best practices.

Data Management

Define how organizational data can be captured, managed and used to enhance the membership experience.

Funding

Reduce reliance on membership fees as the only source of funding.

Strategic Partnership

Establish a respected presence within the broader equestrian community.

YEAR 1

ACTION PLANS

Champion Contact Information

Membership

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Volunteers

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Communications

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Governance

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Data Management

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Funding

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Strategic Partnership

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