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VICPP Strategic Directions: 2022 – 2026

BIG PICTURE GOALS: to help Virginia be more compassionate, just, and equitable.

- Create a justice system that reduces mass incarceration, treats people more humanely, and stops the criminalization of poverty.
- Reduce poverty by improving wages (including curbing wage theft) and improving supports for working families, such as paid sick days, childcare, health care, affordable housing, and other benefits.
- Reduce/address racial disparities in key sectors like health care and housing.

Below are ways VICPP will strengthen itself to reach the goals.

Engage 10,000 young people in VICPP.

- Develop working relationships with 30 college campuses and five seminaries.
- Design actions on VICPP priority issues that will engage young people from campuses and others in developing communities of justice.
- Define what it means to “engage” and the age range for “young people.”
- Involve young people in all levels of leadership – board, chapters, and other.
- Use new media to reach and engage religiously unaffiliated young people (spiritual not religious, humanistic).
- Collaborate with organizations that engage lots of young people.

Become a racial equity leader in Virginia.

- Continue to develop racial equity competence among the board, staff, and chapters through intentional educational programs.
- Develop/strengthen relationships with organizations that lead on racial equity in Virginia.
- Build/strengthen the racial, religious, and age diversity of the board, staff, and chapters.

Develop a strong staff with depth and longevity.

- Develop a plan for future staff hiring and an effective organizational structure.
- Determine salary ranges and benefits that are competitive. Focus on reducing turnover.
- Help each staff person identify training and growth areas and support them in their professional growth.
- Develop for the Executive Director position a succession plan that includes emergency and departure-defined succession and a strong commitment to an equitable process.
- Add more administrative support.

Strengthen the Board's engagement and leadership.

- Improve the orientation process.
- Develop better systems for assessing and utilizing the talents and passions of board members.
- Revisit the Board Covenant and develop an assessment tool.
- Establish clear goals for board members to execute and tasks to accomplish.
- Revise the committee structure to create one that works better.
- Engage the entire board in helping raise funds for the organization.
- Recruit more board members from southwest and rural areas.

Expand and support grassroots structure.

- Increase the congregations with liaisons from 120 to 300, and then 500.
- Increase the chapters/affiliates from 10 to 15.
- Figure out how to adequately staff the grassroots structures.

Increase the budget to \$1.5 million.

- Increase individual giving to \$500K.
- Recruit 50 people to put VICPP in their wills/planned giving.
- Hire a grants manager.
- Increase judicatory and congregational giving to \$150K.
- Pay down an extra \$50K towards the mortgage so we can be finished by 2027 (or sooner).
- Build the reserves to \$400K.

Make VICPP a respected resource and household name in Virginia.

- Update website to make it easier to navigate, load faster, optimized for mobile and desktop viewing, aesthetically pleasing, and a great resource.
- Strengthen press relationships and increase media coverage.
- Use media and more statewide events to amplify our message and reach everyone in Virginia.
- Exponentially grow our social media following and clout.
- Build an engaged and trained communications and public relations volunteer base.
- Create a regular podcast-web show.
- Activate and connect chapter communications contacts.
- Maximize the utilization of VICPP's talented Board members' prestige and influence in the community.
- Build a digital fundraising program that raises money and adds members.
- Test approaches for growing the VICPP list organically via social media.
- Integrate more video into VICPP Communications Outreach.
- Grow the list to at least 50,000.