

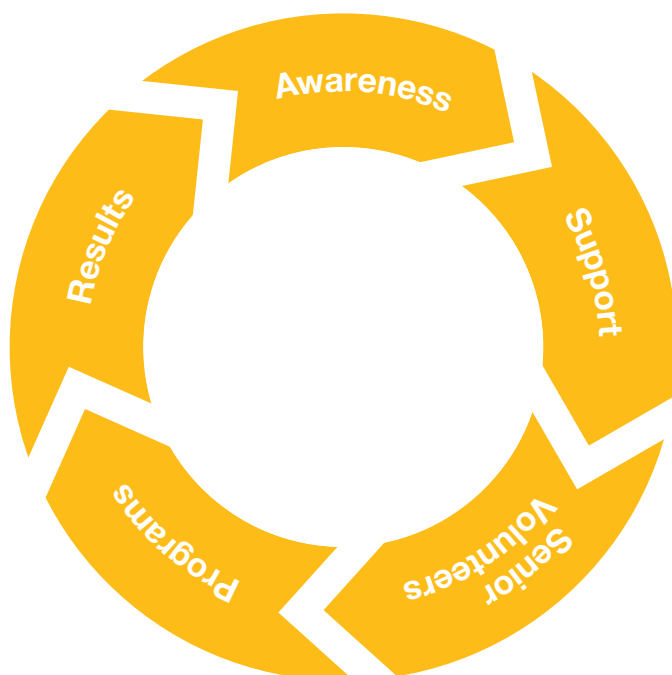
# STRATEGIC PLAN

The National Board of Directors unanimously approved GLAAD's 2009 – 2013 Strategic Plan in October. It will serve as the lead planning document by which all GLAAD activity will be measured and reviewed over the next five years. The plan looks to optimize growth and assure we meet the full potential of our media advocacy and anti-defamation mission as our cultural change influence expands.

With this vision and guidance of the National Board of Directors, and the careful implementation with GLAAD's senior staff, we will reach new heights as we work towards LGBT equality.

## Sectors

The plan identifies five major sectors that will focus GLAAD's strengthening efforts: Awareness, Support, Senior Volunteers, Programs and Results.



## Awareness

The goal of the awareness sector is to have GLAAD better communicate who we are and what we do as an organization using new media vehicles and enhanced communication tools. Our ability to communicate our mission will result in greater recognition as the media resource for the LGBT movement and as an influential cultural change agent.

## Support

The goal of the support sector is to develop a diversified, dynamic and integrated development plan that maximizes the full opportunities of planned, corporate and individual giving, special events and grants. Working to maximize resources in today's trying economic times, GLAAD will identify new fundraising opportunities in order to support and increase our programmatic work.

## Senior Volunteers

The goal of the GLAAD volunteer structure is to create highly productive and mutually beneficial relationships between GLAAD staff and our volunteer leaders. Our senior volunteer activity ranges from engaging in programmatic work on the local and national level, to hosting events and receptions for our Alliance and Media Circle, or serving on a Leadership Council or the National Board of Directors. The Strategic Plan streamlines our volunteer base, providing clear role definitions and responsibilities at each level of service. By leveraging our strong volunteer base, GLAAD will better facilitate fundraising, program implementation and build awareness of GLAAD.

## Programs

In order to ensure that GLAAD remains the leader in changing hearts and minds to support full equality for the LGBT community, we must adapt to the changing media landscape. GLAAD's new online and digital media program is already developing relationships with influential bloggers and online reporters so that when instances of defamation occur GLAAD can respond quickly. The new Advertising Media Program will further GLAAD's influence in this important industry. The Programs team will be working closely with GLAAD's Public Relations Department to keep GLAAD's constituents continuously updated about our portfolio of media programs work.

## Results

The results sector will coordinate and synchronize the other sectors of the Strategic Plan to ensure consistent data that will illustrate progress on key initiatives across all of the other four sectors of the Strategic Plan. It will create and implement dashboards and other reporting tools to provide accurate information for sound decision-making.