



STRATEGIC PLAN OVERVIEW



MAY 2018 - APRIL 2021

MISSION

This Animal Agriculture Alliance is an industry-united nonprofit organization that works to bridge the communication gap between farm and fork. We CONNECT key food industry stakeholders to arm them with responses to emerging issues. We ENGAGE food chain influencers and promote consumer choice by helping them better understand modern animal agriculture. We PROTECT by exposing those who threaten our nation’s food security with damaging misinformation.

CONNECT

- #1 **Connecting across industry sectors and providing a united voice**
Grow members, donors and supporters to 400.
- #2 **Stakeholders Summit**
The Summit will bring together 350 leaders. Ninety-five percent will rank the event as 'good' or 'excellent' and 30 media representatives will provide coverage.
- #3 **College Aggies Online**
The program will include 400 students and 40 collegiate clubs reaching at least 4.8 million online impressions and 18,000 people in person.

PROTECT

- #1 **Monitoring anti-animal agriculture activists and developing resources**
New resources will be created and communicated to relevant members within one week of learning about the intel.
- #2 **Member and stakeholder communications**
Update contact information database, access to resources and communication preferences for all members and tailor alert notifications to specific industry sectors.
- #3 **Membership retention**
Retain 94% of membership funding and 93% of members annually.

ENGAGE

- #1 **Proactive engagement**
Establish priority lists of 5-10 influencers in each identified sector and proactively communicate with them at least monthly.
- #2 **Balanced media coverage of animal agriculture**
Earn 1,500 media mentions per year, including appearing at least quarterly in a top-tier mainstream publication.
- #3 **Issues management**
Measure responses to and outcomes of our outreach, aiming for a response in at least 75% of cases.

OPERATIONAL

- #1 **Financial stability and growth**
Establish and maintain a reserve fund of \$200,000 minimum; add to fund when revenue exceeds expenses by 20%. Achieve 8-10% growth in overall revenue annually.
- #2 **Staff placement and development**
Obtain input from all staff members about their educational/training goals, seek professional development opportunities through workshops or members and provide financial support in annual budget, as possible.
- #3 **Board member development**
Orient new board representatives by providing board role and responsibility information prior to being appointed and host new board member orientation workshops annually prior to the fall meeting.