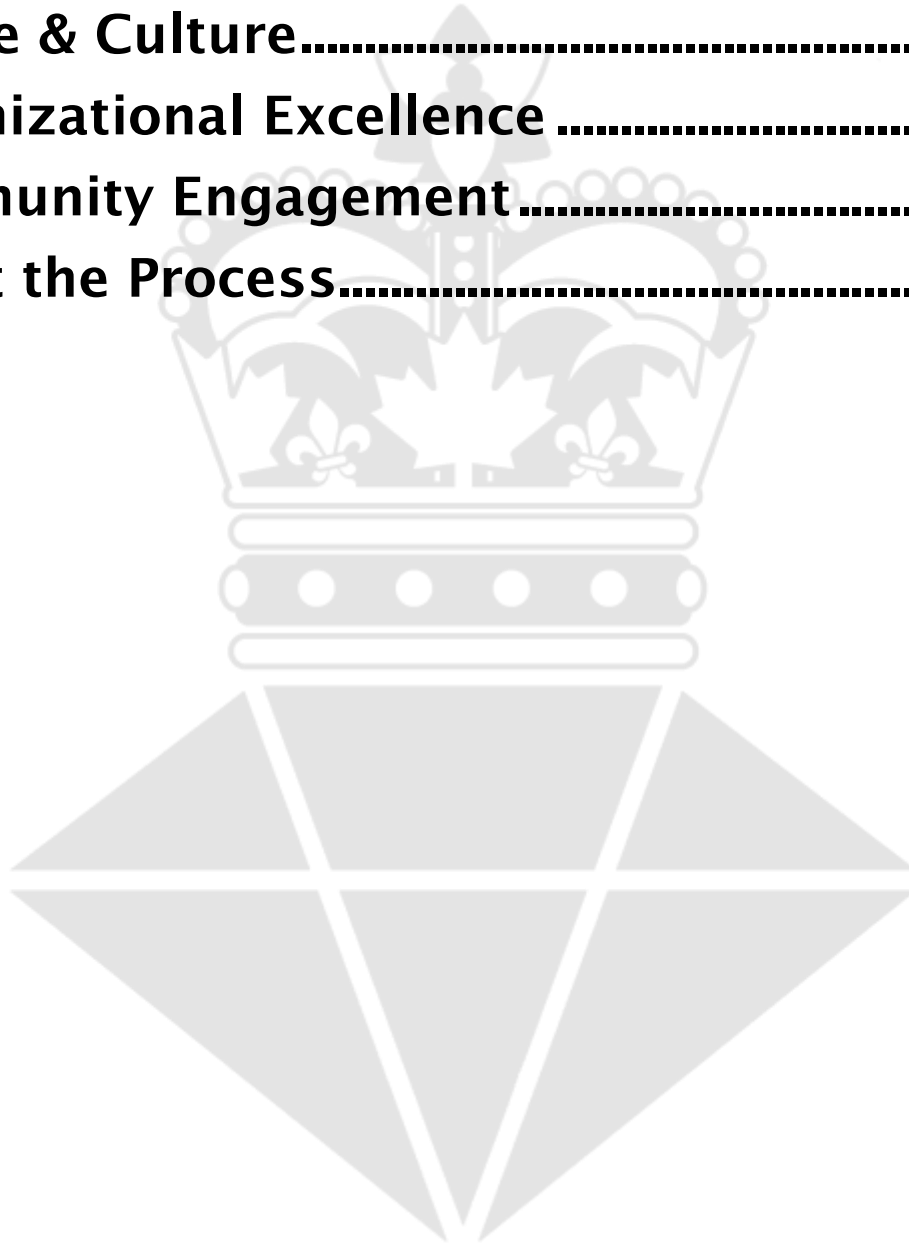




**THE IMPERIAL
COURT OF
TORONTO
STRATEGIC PLAN
2018-2021**

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Our Vision

To be a welcoming, inclusive and innovative social organization with an emphasis on engaging, inspiring and uniting the local LGBTQA+ community by emphasizing the fun in fundraising.

Our Mission

The Imperial Court of Toronto exists to enhance the social experience of its members and to have a positive impact on the communities we serve through social and fundraising events.

**The Imperial Court of Toronto
Strategic Plan 2018-2021**

In order to align ourselves as a leading not-for-profit social organization The Imperial Court of Toronto's Board of Directors and Members embarked on creating the first 3-Year Strategic Plan.

Landing on 3 major themes the planning committee focused on key strategies to bolster and capitalize on our memberships strengths while ensuring that the best interest of the business of The Imperial Court of Toronto are maintained.

We present to you the first 3-year strategic plan.



People and Culture

Focus: Membership

Executive Sponsor: Social Convenor/Treasurer

Become a leading social organization within the LGBTQA+ community by focusing on our current and prospective members. Create value and benefit to our membership; we will build on the momentum of the past number of reigns to retain our existing members while boosting the number of new member registrations.

Strategies

- Collaborate with local LGBTQA+ friendly business to offer exclusive services/discounts to our membership.
- Create a membership identification card.
- Establish a process to reward returning members.
- Increase the number of new memberships.
- Ensure membership fees cover yearly operating expenses.
- Produce How-To workshops to leverage member talent and foster mentorship and learning.

Focus: Recognition

Executive Sponsor: Vice-Chair

Create a culture of recognition to celebrate the participation and accomplishments of the membership of The Imperial Court of Toronto.

Strategies

- Establish a recognition incentive to celebrate long service members.
- Celebrate members who attend the majority of events held in a reign.

Organizational Excellence

Focus: Communication

Executive Sponsor: Chair/Secretary

Establish in the moment communication promoting the organization and garnering feedback from the membership.

Strategies

- Re-introduce the Monarch's blog.
- Expand on the utilization of Mailchimp.
- Create and distribute member surveys every quarter.

Focus: Ceremony

Executive Sponsor: Monarchs

Capitalize on the uniqueness of The Imperial Court of Toronto's events by returning to our roots of pomp and circumstance.

Strategies

- Reward members who continually dress in theme at events.
- Encourage more themed events.

Community Engagement

Focus: Events

Executive Sponsor: Social Convenor/Treasurer

Increase our community presence by capitalizing on our current state and signature events to allow for the membership to host and/or attend community social events.

Strategies

- Engage a Village Bar Tour post events that end early.
- Re-introduce a more defined In-support of events process

Focus: Public Relations

Executive Sponsor: Secretary/Vice-Chair

Create and foster our brand to raise the profile of our social organization collaborating with current and prospective community partners. Launch our online store with branded merchandise to further garner potential business/sponsorship opportunities.

Strategies

- Increase public awareness through our new website and social media.
- New community events attended.
- Foster new business partnerships.

About The Imperial Court of Toronto's Strategic Plan Process

The Executive Board alongside members began discussing ideas for where they see the organization going in the next 3 years at the executive meetings at the request of the Chair.

A special session was booked after key themes were identified. The committee then began the work of creating measurable goals for the organization to drive our strengths to ensure the longevity of our rich history as a community group serving the LGBTQA+ people of Toronto.

Strategic Planning Committee Member

Jason Dickson, Chair
Emperor 30

Jamie Meeks, Vice Chair
Imperial Crown Princess to the 32nd Reign

Randy Boyd, Secretary
Emperor 32

David Van Tonder, Treasurer

Dwayne Moore, Social Convenor

Jay Moore, Monarch
Empress 29 and 31

Craig Hunter, Monarch
Emperor 22, 29 and 31

Kathy Reti, Social Media Chair