



STRATEGIC PLAN
FY2011-FY2016

MISSION STATEMENT

The National Runaway Safeline has a mission to keep America’s runaway, homeless and at-risk youth safe and off the streets.

VISION STATEMENT

The National Runaway Safeline is the “go to” resource for America’s runaway, homeless and at-risk youth and their families, providing solution-focused support.

NATIONAL RUNAWAY SAFELINE STRATEGIC PLAN FY2011-FY2016

Organizational Objectives

1. Broaden the delivery platform to better serve our target market	2. Assess and develop collaboration strategies within the youth services sector	3. Increase and diversify funding sources	4. Develop and implement an effective branding strategy to better connect with a larger percent of our target market
---	--	--	---

Strategic Direction

a. Strengthen the social media presence b. Develop and implement a partnership strategy c. Develop an App strategy	a. Leverage NRS’ data and core competency of data collection b. Identify collaboration opportunities that further the NRS mission (revenue based options ie: hotline rollover) c. Identify and develop partnerships to expand reach	a. Revitalize and deepen Board engagement and involvement in financial stewardship b. Explore using core competencies to enhance fee-for-service income c. Systematically identify and explore individual, corporate and foundation giving	a. Utilize brand to increase awareness among: <ul style="list-style-type: none"> Youth Parents Partners Funders b. Incorporate tagline into current naming and branding strategy c. Develop strategies for increasing brand awareness, including assessing potential risks and benefits of a name change
--	---	--	---