



# The One-Page Business Plan

## Why does this program exist?

*(8-10 words in plain language that compel people to say “wow - I want to be part of that”)*  
We are the premier youth development organization which empowers youth to reach their full potential. 4-H develops leadership, life skills and civic engagement and as a result youth are assets to El Dorado County.

## Who do we need to be to do that?

Inclusive, committed to quality, strategic

## Big Goal (BHAG- Big Hairy Audacious Goal)

*(the one big specific measurable goal you could accomplish that will make a lasting impact)*  
**Increase enrollment in El Dorado County 4-H by 50% over 5 years by becoming the “Go To” youth development program in the county.**

## What are we building to accomplish this? (vision)

Over the next 5 years, we will continue to expand El Dorado County 4-H into the “Go To” countywide youth development program by providing resources for clubs, camps, volunteer development and youth leadership opportunities.

## How will we build this program?

Strategy 1: Solidify key positions on management and program boards  
Strategy 2: Identify our audience; practice effective outreach, communication and engagement  
Strategy 3: Raise funds to support our program growth  
Strategy 4: Provide volunteer development resources

### *What is our overarching goal?*

- 1a. Create a cohort who can help identify potential board members
- 1b. Compile list of potential board members
- 1c. Recruit highly compatible board members

### *What are our strategies?*

2. a. Create brochures, create outreach to schools, prepare for beginning of the school year
2. b. Create a plan to identify audience
2. c. Examine website & newsletter, is it user friendly, appeal to the identified audience?
2. d. Increase 4-H participation in other community events
- 2f. Develop recruitment & outreach committee

## What is the work to be done in the coming year?

*These activities are tied to the strategies above*

- 3a. Develop a fundraising committee
- 3b. Develop a budget
- 3c. Seek Foundation’s partnership
- 3d. Establish a local giving campaign similar to Tractor Supply’s Paper Clover
- 3e. Seek corporate sponsorship
  
- 4a. Train Community Club leaders
- 4b. Identify topics needed for local trainings
- 4c. More specific volunteer trainings
- 4.d Create a subcommittee in charge of finding trainers/ creating education sessions
- 4.e Make trainings accessible (doing at someone’s house, time and place that works for everyone, etc.)

## Measurable Outcomes

*-What do we want more or less of over time?*

Number of youth from 600 to 660  
Number of volunteers increased from 180 to 200  
Increased private support

*-What is significantly measurable?*

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