



The Society of St. Vincent de Paul Archdiocese of Chicago

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SVdP Chicago Strategic Plan 2020-24 Focus Areas, Goals and Work Plans

I. Encourage and support Vincentians on their Spiritual Journey.

a) Establish a Diocesan Spirituality Committee. Work Plans:

1. Considerations: Hopefully choose Spiritual Advisor from each District; to guide Vincentians' Spirituality, Friendship, and Service
2. ADC President to appoint Chairperson.
3. Chairperson to invite one member from each District.
4. Committee to develop Charter for Committee.
5. Committee Charter to be approved by ADC Board.
6. All of the following goals will be the responsibility of this Committee.

b) Ensure each Conference has an Active Spiritual Advisor. Work Plans:

1. Considerations: attends meeting regularly, leads opening and closing prayers, leads discussion of spiritual reading, involved in other meeting discussions, guides Conference members if they are drifting from the spirit of the Society.
2. Determine which Conferences have an ACTIVE Spiritual Advisor.
3. Contact Conferences who do not have ACTIVE Spiritual Advisors and help in the appointment. Work with Pastors, if necessary.
4. Send all Spiritual Advisors to training sessions (see C below).

c) Provide regular training for Spiritual Advisors. Work Plans:

1. Considerations: attends meeting regularly, leads opening and closing prayers, involved in discussions, guides Conference members if they are drifting from the spirit of the Society, encourage and empower Vincentians to follow the Society's Core Values and Virtues, reflections on Gospel Readings, help Vincentians see the face of Jesus in the poor and needy while providing service, training on a yearly basis, accomplish our Society's Mission, foster and encourage the essential elements of the Society in their Conference – Spirituality, Friendship and Service.
2. Identify formation program for Spiritual Advisors: National, regional, from another Council or develop one.
3. Identify Spiritual Advisors who can and will be presenters.
4. Establish a calendar which includes SA training at least once each year.
5. Determine advanced topics to be presented to SAs.
6. Establish a calendar which includes advanced topics for SAs at least once each year.
7. Develop a monthly newsletter specifically for SAs.

d) Explore the possibility of providing a retreat (multiple days) on a regular timeline. Work Plans:

1. Considerations: Provide retreats at least annually, inspire Vincentians' pathway towards Holiness.
2. Perform a survey to determine if a multiple day retreat is desirable within our Vincentian community. If not, stop here.

3. Identify a Retreat House in the Archdiocese that can accommodate us.
4. Identify potential retreat masters.
5. Schedule a retreat and promote it.
6. Present the retreat.
7. Evaluate if this should be continued.

e) Establish an annual Day of Recollection within each District. Work Plans:

1. Considerations: Possibly associate a Day of Recollection based on special feast days (Feast of Blessed Frederic Ozanam, Feast of St. Vincent de Paul, Ozanam Sunday, Feast of the Immaculate Conception), half day or full day presentations, Vincentian topics, spread throughout Archdiocese, provide refreshments and/or lunch.
2. Identify topics to be presented.
3. Identify presenters for the topics.
4. Establish a calendar for these presentations: hopefully one in each District annually.
5. Identify locations for each Day of Recollection.
6. Present the Days of Recollection and evaluate.

II. Encourage and support Vincentians in their ministry.

a) Train Conferences on how to retain current members.

1. Considerations: membership retention guidelines, retention training
2. Train Conferences on membership retention - See II.d)4-12 below
3. District Presidents to track progress and assist Conferences as needed

b) Increase membership by 10% per year.

1. Considerations: membership survey, recruitment training, scheduling, promotion, adult Conferences and youth Conferences
2. Identify Conferences with less than seven members for priority scheduling
3. Establish a campaign month for soliciting new members throughout Archdiocese
4. Train Conferences on how to use "Invitation to Serve" – see II.d)4-12 below
5. Identify Conferences that can assist those Conferences with few members
6. Execute Membership Campaign
7. District Presidents to track progress and assist Conferences as needed

c) Increase Conferences by one per District per year.

1. Considerations: parish survey, scheduling, promotion, provide mentorship to the new Conferences, re- alignment of Districts may be necessary
2. Identify parishes with no SVdP
3. ADC President and District Presidents to attend Deanery Meetings to promote SVdP
4. Identify pastors interested in SVdP
5. District to follow-up with Invitation to Serve using an existing Conference as mentors
6. District Presidents to track progress

d) Increase training opportunities.

1. Considerations: Spiritual Advisor training, how to increase members using "Invitation to Serve," how to retain existing members, Ozanam Orientation, Home Visits, Voice of the Poor, Treasurer Training, Secretary Training, Conference President training, Governance at various levels, use of webinars and videos

2. ADC President to assign task to appropriate Committee: Programs and Services, Governance, Spirituality, Finance, Communications, etc. Chair of Programs and Services will coordinate when there are crossover needs from Committees
3. Investigate the feasibility of creating/using webinars and videos for training.
4. Identify specific training programs for use: from National, from regional or from another Council.
5. Identify current trainers
6. Recruit new trainers
7. Train the Trainers: Bring current trainers up-to-date and train new trainers
8. Identify locations and dates for each workshop
9. Board calendar to be updated to include all training programs
10. Promote the workshops
11. Present the workshops
12. Track attendees
13. Build a readily accessible online training library that can be used by Conferences and Districts.

e) Create confidence in Conference operations to meet the high standards of the Society.

1. Considerations: understanding Rule and Bylaws, Ozanam Orientation, Officer training, governance training, compliance with the Rule and Bylaws, Conference Audits
2. ADC to establish a hotline/Q&A process to address questions and concerns of members
3. All Conferences to do Conference Audit using National package
4. District Presidents to review and summarize audits
5. District Presidents to identify areas and Conferences to be addressed
6. Arrange for appropriate training for Conferences – see II.d)4-12
7. District Presidents to track progress

f) Enhance collaborative interaction between Conferences, Districts and the Council.

1. Considerations: clear and regular communication, transparency, attendance at meetings
2. Investigate the feasibility of electronic meetings at various levels maintaining the compliance with the Rule and Bylaws
3. Communications Committee to keep Chicago Website up-to-date
4. Communications Committee to develop an e-newsletter to be published at least monthly
5. ADC President to ensure that ADC information available in format easy to understand for presentation to Conferences through the Districts
6. District Presidents to ensure that communications go to non-computer-literate Presidents and members
7. District Councils to meet regularly (monthly is recommended)
8. District Councils to provide ADC information to Conferences
9. Conferences to share information and concerns at District meetings
10. Conferences to work with other Conferences to help area needy

III. Provide better communications to and between Vincentians.

- a) Members to view the SVdP Chicago website as a valuable resource through regular usage and rich content.**

1. Considerations: include topics of specific interest to members, keep current, make cite easy to navigate, map of districts.
 2. Ensure Communications Committee staffed with people well versed in website maintenance. This may include developing subcommittees and ad hoc committees to accomplish certain work plans.
 3. Change website regularly so people find new stuff when they call up site.
 4. Solicit ideas and articles from Conferences.
 5. Regular review of the Website for currency, removing out of date information. Currency really depends on the state of the Society as well as the state of the world.
 6. Review other websites to discover new tools and techniques.
- b) Create an external presence/image which attracts donors, volunteers and new members and educates them on the Society's mission.**
1. Considerations: improve the image of SVdP Chicago, community research, meet with newspapers, radio and TV, subcommittee activation.
 2. Change website regularly so people find new stuff when they call up site.
 3. Add topics to website that appeal to the general public.
 4. Highlight works we do: SVdP mission and history, Conference work, stores, special works, encourage volunteerism
 5. Keep current with happenings in Archdiocese.
- c) Develop regular communications (e-newsletter) to enhance communications from the Chicago Council to membership and supporters.**
1. Considerations: news from National, regional and ADC, Q&A, highlight Conferences, training issues, spirituality.
 2. Establish editorial board responsible for this activity.
 3. Identify person responsible for compilation of newsletter information.
 4. Determine frequency of publication.
 5. Solicit articles to be included.
 6. Editorial Board to review articles and select/edit for inclusion.
 7. Train Conferences on how to update member database – see II.d)3-11
 8. Gather email addresses. This will require Conferences updating the National Member database.
 9. Arrange for e-newsletter distribution (Constant Contact)
 10. Solicit evaluations of the newsletter and act on responses.
- d) Facilitate communications to recruit, activate and retain members.**
1. Considerations: recruiting new members, activating new members, retaining existing members, techniques, planned events.
 2. Website to include invitation to general public to consider joining SVdP.
 3. Website and e-newsletter to include articles on how to get new members involved.
 4. E-newsletter to include articles on how to retain existing members.
 5. Website and e-newsletter to promote special events: ADC recruitment campaign, fundraising special events, upcoming training sessions, etc.
 6. Investigate the feasibility of including such as the above in other forms of media.
- e) Promote the National and Regional programs and training that are located on the National website for Conference use.**

1. Considerations: selecting specific information from National and Regional communications
 2. Website and e-newsletter to include articles selected from National and regional communications: website, e-Gazette, emails.
- f) Develop and implement methods to solicit regular news from membership to share Best Practices and other items to encourage two-way communications and feedback.**
1. Considerations: develop solicitation techniques, use District meetings, Best Practice descriptions, sharing of information, ease of information sharing.
 2. Develop a non-overwhelming description of Best Practices so Conferences would be willing to share what they do.
 3. Develop a method for easy sharing of Best Practice information.
 4. Website and e-newsletter to include articles soliciting Best Practice information
 5. District Presidents to encourage and solicit Best Practice information during District Meetings.
- g) Investigate introducing to all District Presidents and Conference Presidents readily available technology, which by utilizing will enable them to effectively communicate Vincentian matters directly between and among their constituents.**
- IV. Expand Retail Operations and Special Works.**
- a) Expand Thrift Stores by opening a new store in a central location of Cook County or the city of Chicago (location to be defined).**
1. Considerations: central location, facility investigation, feasibility study, capital campaign, stocking, staffing, coordination with other facilities, equipment.
 2. Research building locations in central areas of Archdiocese.
 3. Develop a feasibility study and present to Board of Directors.
 4. Establish a capital campaign to solicit funds for initial funding of the store.
 5. Develop a plan to coordinate activity and communications between SVdP facilities.
 6. Solicit and gather merchandise donations to stock new location – may include establishing a temporary warehouse.
 7. Purchase/lease equipment for the new store.
 8. Recruit staff – paid and volunteer.
 9. Stock new Store.
 10. Promote the Grand Opening.
 11. Open Store.
 12. Evaluate operations and profitability regularly.
- b) Enhance merchandise pick-ups throughout the Archdiocese.**
1. Considerations: reduce time for pick-ups, truck(s), driver(s)/ helper(s), testing period, drop off center(s), drop boxes, consider profitability, apartment complex drives, drives at Catholic High Schools, drives by other churches.
 2. Develop feasibility study for additional trucks and staffing.
 3. Solicit funding for this start-up.
 4. Rent a truck for test period.
 5. Hire temp driver and helper.
 6. Fit new truck/staff into dispatch plan.
 7. Evaluate new truck/staff for the test period.
 8. Promote donation drives in Catholic High Schools, other churches and apartment complexes.

9. Investigate the feasibility of a drop-off center in central areas of the Archdiocese.
10. Expand drop box locations.

c) Develop Special Works such as mobile food pantries, health/ dental services, pharmacies, and scholarships.

1. Considerations: self-funding, volunteer staffing, location importance, type of special work, is professional staff required, resource availability.
2. Research the needs in the Archdiocese that can be satisfied by a special work.
3. Find a parish/location that can satisfy the need for accessible space, volunteers and needed resources.
4. Determine whether professional staffing is required. If yes, will have to decide if salaries are affordable or if a group of volunteer professionals (pro bono) are available to staff.
5. Determine if resources must be purchased, donated, or both.
6. Solicit funding for this start-up. This must include on-going funding for this special work since ADC should not be required to fund the program.
7. Solicit and gather merchandise donations to stock this special work – may include establishing a temporary storage location.
8. Purchase/lease equipment for the special work.
9. Recruit staff – paid and volunteer.
10. Stock special work.
11. Promote the Grand Opening. Develop regular promotions to let people know the service provided by the special work is available.
12. Open special work.
13. Evaluate operations regularly.
14. Repeat steps 3-13 for each special work.

d) Establish support committees to provide increased ongoing support for thrift stores and special works: resources, volunteers, trucks and staff.

1. Considerations: Establish committee(s) to promote the goals of stores and special works throughout the year, such as contacting retail stores to increase donations of merchandise, garage sales, estate sales, corporations to make collection events, etc. Focus on tackling different areas each season or month.
2. ADC President to establish separate committees for stores and each separate special work and identify a chairperson for each.
3. Each Chairperson to find committee members.
4. Each committee to define committee charter.
5. Committee charters to be approved by the ADC Board of Directors.
6. Committees to begin ongoing work of promotion and solicitation.

V. Improve and expand financial support for SVdP Chicago.

a) Build a reserve for retail operations of ½ annual expenses.

13. Considerations: resolution by Board, 50% of annual expenses, amount or percent to be saved per month, must come from profits.
14. ADC President, Treasurer, Director of Retail Operations, Store Committee Chair to develop a method of saving from Retail Operations profits to go into a reserve account.
15. Governance Committee Chair to draft resolution and present to Executive Committee for their review.

16. Review/tweak resolution with Executive Committee.
 17. Present resolution to board for Approval.
- b) Build a reserve for SVdP Chicago of ½ annual expenses.**
1. Considerations: resolution by Board, 50% of annual expenses, amount or percent to be saved per month, must come from profits.
 2. ADC President, ADC Vice President, Treasurer develop a method of saving from ADC profits to go into a reserve account.
 3. Governance Committee Chair to draft resolution and present to Executive Committee for their review.
 4. Review/tweak resolution with Executive Committee.
 5. Present resolution to board for Approval.
- c) Introduce new sources of income for retail operations to reduce dependence on credential sales for retail operations.**
1. Considerations: research other SVdPs, bulk sales, merchandise delivery, Ebay expansion, flea markets, mobile sales centers, high end specialty store.
 2. Network with other SVdP store systems for new ideas.
 3. Attend National and Regional Meetings for new ideas.
 4. Feasibility study for each new idea.
 5. Gain approval from required authority (Board, CEO, Director of Retail Operations, etc.).
 6. Ensure funding available for start-up of new project.
 7. Acquire location if required.
 8. Acquire merchandise/equipment.
 9. Activate project.
- d) Introduce new sources of income for SVdP Chicago to reduce dependence on retail operations income.**
1. Considerations: grants, memorial gifts, bequests, trusts, annuities.
 2. Network with other SVdPs to find out what other sources they use.
 3. Investigate how these work and basic requirements.
 4. Decide if paid development director is needed or if volunteers can do this.
 5. Develop plan for promoting new sources of income.
 6. Put staff in place and train them.
 7. Implement plan.
- e) Increase fundraising events/programs.**
1. Considerations: fundraising for ADC and/or shared with Conferences, raffles, holidays, Holy Days, luncheons, dinners, entertainment, Archdiocese-wide, within Districts.
 2. Network with other SVdPs to find out what other events/ programs they use.
 3. Investigate how these work and basic requirements.
 4. Select an event or program.
 5. Select a site and arrange for a date.
 6. Gather a team to run the event/program.
 7. Gather supplies for the event/program.
 8. Promote the event/program.
 9. Execute the event/program.
 10. Evaluate the results.

11. For each event/program, repeat steps 4-10.
12. Create a Fundraising Calendar and blend into Board Calendar.

f) Increase special fundraising for Conferences.

1. Considerations: fundraising by Conferences, fundraising for Conferences, who will operate the event/program, parish events in the same time frame, Archdiocese-wide food drive, local restaurant nights, donation jars, small internet fundraisers.
2. Network with other SVdPs to find out what other events/ programs they use.
3. Investigate how these work and basic requirements.
4. For Conference-run fundraising programs, use 5-11 below. For programs to be run by ADC, go to 12 below.
5. Develop a training program on how these events/programs work.
6. Consider Conferences fundraising together.
7. Find a site in each District to provide training.
8. Promote this training.
9. Execute the training.
10. Follow-up with Conferences.
11. For each Conference-run program, repeat steps 6-10.
12. Select an ADC-run event or program.
13. Select a site and arrange for a date.
14. Gather a team to run the event/program.
15. Gather supplies for the event/program.
16. Promote the event/program.
17. Execute the event/program.
18. Evaluate the results.

For each event/program, repeat steps 12-18.