



Athens CASA/GAL Program

Analysis of Program Growth and Anticipated Needs

Research Methods:

- Direct contact and interviews with board members, CASA volunteers, community partners, funders, Ohio CASA Association and court staff.
- Review of historical program data specific to volunteer roster, training, retention and support.
- Review of expected growth based on current trends and goals related to expansion funding.

Program Need	Objectives	Tasks
Volunteer Appreciation and Training	<ul style="list-style-type: none"> ▪ Assist in ensuring proper training of volunteers and board members ▪ Increase and maintain volunteer retention. 	<ul style="list-style-type: none"> ▪ Employment of VC ▪ Assist VC and ED as needed in logistical elements related to the training and orientation of volunteers and board members ▪ Contribute to the planning of an annual volunteer appreciation event ▪ Plan and implement volunteer events throughout the year
Fundraising	<ul style="list-style-type: none"> ▪ Increase revenue and financial security of the program 	<ul style="list-style-type: none"> ▪ Develop yearly fundraising master plan ▪ Appoint chairs and recruit members for subcommittees to organize specific events or campaigns
Recruitment	<ul style="list-style-type: none"> ▪ Increase the number of volunteers to expand services to children in need 	<ul style="list-style-type: none"> ▪ Develop, implement and evaluate recruitment plan <ul style="list-style-type: none"> ▪ Direct contact ▪ Group presentation ▪ Use of media ▪ Individual efforts
Public Awareness and Education	<ul style="list-style-type: none"> ▪ Increase community awareness of CASA and child maltreatment ▪ Establish and clarify CASA brand 	<ul style="list-style-type: none"> ▪ Brand development and marketing ▪ Online presence: website, social media, etc ▪ Media relations ▪ Community Engagement and Education