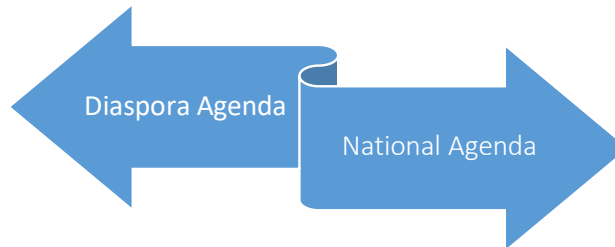


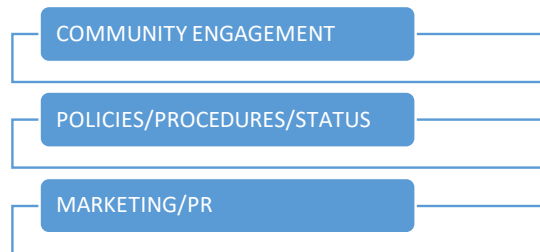
THE 100 DAY PLAN

DRIVING ACCOUNTABILITY TO ENSURE SUCCESS

ULAA Overall Agenda Scope



100 Days Focus



SUMMARY

Community Engagement

We want Liberian communities to become more engaged, using their local interest groups to understand what is affecting them locally.

Our Key Stakeholders

- All Liberians in the Americas (Pre & Post Civil War)
- Liberian *defacto* community organizations (Leaders and Members)
- Active ULAA Chapters
- Non Active Chapters
- Liberian owned for profit & nonprofit Organizations
- Liberian Youth organizations

We will utilize a range of tactics to facilitate the widest possible participation from the above listed interest groups. We will set up a support group who will be involved in identifying

community stakeholders, their particular interests, needs and how best to engage with them. This support group will be headed by team members who have experience in community organizing and navigating the landscape of Liberian organizations.

Our Ultimate Goal (Partnership, Consultation, Engagement)

- Being Informed
- Being Asked
- Commenting on Decisions
- Developing Solutions
- Delivering Services

Techniques

- We will map out our territories/regions
- Design Messaging/Artwork
- Public Meetings (In person or Virtual)
- Workshops & Focus Groups (In person or Virtual)
- Forums
- Roundtable Consensus Building
- Web based Engagement
 - Social Media
 - Website
 - Newsletter

Committee Members

Budget

Policies, Procedures, legal status

We will take a deeper look at the ULAA policies and procedures used to guide governance of all essential activities. If ULAA does not have the relevant policies and procedure in place, we will develop them and put a framework in place to assure that they will be followed. Our approach to the policies and procedures will be to make sure that ULAA is in compliance with all state and federal laws governing non-profit organizations and to **ensure that ULAA responds fairly, equitably, and transparently in all situations:**

- Conflict of Interest
- Whistle Blower Policy
- Records Retention and Destruction
- Gift Acceptance Policy
- Fiscal Management
- ULAA Legal Status

- 501 (3) c Vs. 509 (a) C ----- *the current status of the Social Services division. ULAA itself is does not have any status*

Our Ultimate Goal (Review, Recommend, Implement)

- Limit potential abuse of the Union's Resources
- Protect against vulnerabilities
- Prevent activities that would go beyond permitted nonprofit activities
- Assure ULAA is structure appropriately for future causes

Tactics

- Set-up a committee of Liberian professionals, specifically attorneys, accountants and other non-profit professionals to provide pro bono services to the Union.

Marketing & PR

Like any other non-profit organization, we will create a Communications and Marketing plan for the Union to engage with all ULAA's stakeholders. This plan will promote ULAA's agenda, ideals and causes with the intent of making our case to our potential volunteers and donors.

- **Redevelopment of ULAA website**
 - A responsive and modern design
 - Easy to Navigate
 - Updated Information
 - Resource Pages
- **Activate & Redesign social media channels**
 - Facebook
 - Instagram
 - Twitter
- **Set-up of ULAA Quarterly Newsletter**
 - Print/Online

Goal (Awareness & Information)

- Be transparent with Liberians the Americas
- Raise awareness about the Union and its activities
- Drive the messaging
- Recruit Volunteers
- Raise finances to undertake desire projects

Tactics

- Set-up a committee of Liberian professionals and interns, specifically marketing specialists, graphic designers, web designer's, content writers, marketing professionals, other non-profit professionals to provide pro bono services to the Union.

Committee Members

Budget

Monitoring

- Keeping tasks organized with a clear timeline (30-60-90-100)
- Tracking & Reporting Progress, roadblocks etc.

TOOLS

- Project Management System
- Contact Management System
- Document Management System
- Email Marketing System
- Accounting/Financial Software



