MISSOURI STATE ALLIANCE
ROADMAP 2018 - 2020

OUR MISSION
To put Christian principles into practice through programs that build a healthy spirit, mind and body for all.

VISION FOR IMPACT
To leverage our collective strengths to enrich the quality of life for all Missourians.

COMMITMENT
Missouri YMCAs will commit to participation and engagement to build a thriving state alliance. In return MSAY will commit to bringing value to all YMCAs.

WHO WE ARE

25 YMCA Associations
70 YMCA Branches
Serving 1 in 10 Missourians
Serving 120,000+ Children
Reinvesting in our Communities

THRIVING ALLIANCE
Missouri’s YMCAs will engage and connect through MSAY, leveraging individual, organizational and personal strengths for group synergy and growth.

ADVOCACY & PUBLIC POLICY
Missouri’s YMCAs will advocate for the YMCA mission and cause at the local, state and federal level.

STATEWIDE INITIATIVES
Missouri’s YMCAs will leverage our collective strength working toward state impact.
STRATEGIC PRIORITIES

THRIVING ALLIANCE

- MSAY will operate using best practices across governance, management, fiscal and programmatic areas.
- MSAY will explore efficient and effective business practices for sustainability, continuing to refine the MSAY and RD/Y-USA roles.
- MSAY will cultivate a strong network of neighborhoods to support the development of staff across the state in all areas of the work.

ADVOCACY & PUBLIC POLICY

- Missouri YMCAs will commit staff and volunteers to building relationships with local and state policy leaders.
- Missouri YMCAs will recruit membership in the YMCA Advocates Action Network among staff and volunteers through board and neighborhood presentations.
- MSAY will create and implement a strategy for Y leadership to engage Y staff and volunteers in advocacy efforts locally and statewide. Consider YMCA Caucus and utilizing neighborhood structure.
- MSAY will create statewide messaging for staff and volunteers that speaks to the Alliance’s depth and breadth as a cause-driven, charitable organization. Consider community benefit report as well as social media and technology advances (video etc.)
- MSAY will continue to advance the Alliance’s legislative priorities through relationship-building with elected officials.
- MSAY will continue to develop and strengthen youth leaders through Youth and Government programs.

STATEWIDE INITIATIVES

- MSAY will develop a process to identify, vet and implement statewide initiatives going forward.
- MSAY will search for and help in the application for funding to scale up state wide program delivery.
- MSAY will build partnerships and work with state and regional partners to secure long term sustainability.

STRATEGY SCREEN

- How will this leverage the collective power of the alliance?
- How will we engage key stakeholders?
- How will this be scalable statewide?
- How will this be sustainable over time?
- Are we the best ones to deliver this in terms of human capital and quality?
- How will we measure and communicate impact?