



## Strategic Plan for Parentline

May 2020 - May 2025 inclusive

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**Vision:** Position Parentline to be the leading national parent support organisation in Ireland.

**Mission:** Parentline is known by and available to all parents, guardians, and professionals as a confidential, non-judgemental, source of support, information, and guidance.

**Parentline:** Will encourage diversity in our organisation to reflect the changes in Irish society, through our recruitment process, training, advertising and Board membership.

## **2020/21**

1. Review our Mission Statement and confirm it is relevant and up to date.
2. Create a new improved website using the new branding from 'bold'. It will provide clear direction to our audience as to what we do through a system of FAQ's; How to contact us and how to donate. It will have at least the previous two years financial statements and our updated and ratified Policies. Ideally links to Twitter and Instagram or at least the handles. It will contain testimonials from experienced professionals and supporters of Parentline. It will provide information and details as to how to volunteer with PL.
3. Access Google advertisement for Charities.
4. Identify suitable experienced volunteers, to a maximum of 5, to be further trained as NVR recruits in order to expand the very busy NVR offering within PL.
5. The Board, in conjunction with the CEO, will identify potential new directors who have the key skills which would enhance the Board.
6. Carry out an audit of PC's, phones, and office equipment in order to make sure that Parentline is running to an optimal level.
7. The Board will complete all Governance legal requirements by end of 2020 which necessitates checking, updating, and ratifying all policies and possibly creating new ones.

8. To achieve our mission of being the leading national support organisation for parents, we will establish the baseline of first-time callers in 2019 and aim to increase this number by 5% year on year.

### **Mid-2021 to Mid-2023**

1. In line with our Articles of Association, which states that PL provides support to those experiencing PND, initial and refresher training will be provided for all volunteers, by a suitable professional, in how best to deal with parents with this issue.
2. Ensure there are sufficient volunteers so that there is a minimum of two volunteers on every shift. Identify a suitable time to recruit and train new volunteers.
3. Explore the possibilities of rolling out a weekend service – This should be done remotely by experienced volunteers.
4. Put a targeted Social media strategy in place building on contacts and influencers. It needs to be continuous to be successful. Get administration cover (provided by company sponsor/ corporate funding) to allow for social media improvements. 8-10 hours per week.
5. Put together a list of potential Ambassadors for Parentline in the hope of encouraging a high-profile parent to come on board. The Board will define the role of an Ambassador.
6. Continue supporting and upskilling volunteers through monthly training, a yearly away day and bi-annual conference.
7. Implement a plan for fundraising for specific goals. Continue to develop the relationship with Tusla and explore other avenues of funding.

### **Mid 2023- Mid 2025**

1. Review strategy to date, bearing in mind the changing environment, check that actions are being implemented and alter plan if necessary.
2. Develop relationships with Ambassadors/influencers to continue to establish awareness of PL.
3. Develop PND and NVR service.
4. Review how successful the website is on an on-going basis, update as necessary. Make sure we are up to date as to the best mode of contact, to best support our clients / callers.
5. Recruit and train new volunteers.
6. Hold a national fundraiser (in conjunction with a corporate sponsor), primarily to promote PL, by raising awareness nationally, and raise funds.