



Aim	Sustaining existing groups	Supporting new groups	Reaching out to new communities
<b>We have enough money to do what we want to do</b>	<ul style="list-style-type: none"> <li>Proactively support Districts to implement Gift Aid</li> <li>Offer quality and accessible funding advice to groups and Districts</li> <li>Explore consultancy and social enterprise opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Create regional Funding Champions to support local and regional fundraising</li> <li>Seek funding for work in new and disadvantaged communities</li> </ul>	<ul style="list-style-type: none"> <li>Create a supporter base – Friends of the Folk. Making a clear distinction between our beneficiaries including volunteers, members and non-members for fundraising</li> </ul>
<b>We communicate effectively</b>	<ul style="list-style-type: none"> <li>Keep communication simple and regular</li> <li>Greater support for inter-district communication e.g. twinning, Organic Groups, regional/local area network activities</li> <li>Host an annual District Co-ordination meeting</li> <li>Work with Districts to produce local development plans that support sustainability and leader succession</li> </ul>	<ul style="list-style-type: none"> <li>Reduce isolation of new groups and Districts by proactively twinning Districts</li> <li>Co-ordinated approach to the recruitment of non-parent volunteers, including student volunteers</li> <li>Evaluate impact of Woodcraft Folk and sell the benefits, thus attracting income and new members</li> </ul>	<ul style="list-style-type: none"> <li>Market directly to children and young people through their media</li> <li>Improve online presence e.g. Google ads, remote volunteering opportunities, Twitter, Facebook</li> </ul>
<b>We provide appropriate training &amp; support to our volunteers and staff</b>	<ul style="list-style-type: none"> <li>Improve access to our training, by exploring and using a variety of techniques and technology</li> <li>More new and young leader training activities, e.g. online guidance, how to films, residential, e-learning, webinars, skill-sharing, role specific and themed training events</li> <li>Improve confidence in and understanding of District Officer roles</li> <li>Invest in establishing new DF groups and supporting DFs in the transition from group participant to group leader</li> </ul>	<ul style="list-style-type: none"> <li>Resource new groups through 'WcF in a Box' project</li> <li>Mentoring for those volunteers in new roles</li> <li>Co-ordinate new group training events e.g. Blue Skies Camp</li> <li>Continue to develop New Group Buddy role</li> <li>Support young members to make the transition into group leadership</li> </ul>	<ul style="list-style-type: none"> <li>Woodcraft Centres acting as a hub for local groups and organisations that are not part of Woodcraft Folk</li> </ul>
<b>We work with like-minded organisations</b>	<ul style="list-style-type: none"> <li>Sustain and develop current partnership links e.g. National Council for Voluntary Youth Services, British Youth Council.....</li> </ul>	<ul style="list-style-type: none"> <li>Develop links with new networks e.g. Forest Schools, Transition Towns</li> </ul>	<ul style="list-style-type: none"> <li>Develop working relationships with the Co-operative Schools movement</li> <li>Develop our affiliations with Trade Unions, Co-operatives etc.</li> </ul>
<b>We are better known &amp; understood</b>	<ul style="list-style-type: none"> <li>Produce media pack for local groups</li> <li>Prioritise celebrating group, District and organisational achievements</li> <li>Create communications and plain English guidelines</li> </ul>	<ul style="list-style-type: none"> <li>Produce accessible resources that describe how to put the aims and principles into practice</li> </ul>	<ul style="list-style-type: none"> <li>Increase local activities designed to recruit new people</li> <li>Facilitate outreach activities e.g. Play Out, school based training, Flashmobs</li> </ul>
<b>We are open &amp; accessible to all</b>	<ul style="list-style-type: none"> <li>Sustain partnership links with a wide variety of specialist support agencies (Downs Syndrome Association, National Autistic Society, Young MINDS, SENSE, National Deaf Children's Society)</li> <li>Support groups and districts to reflect their local communities</li> </ul>	<ul style="list-style-type: none"> <li>Prioritise outreach activity in disadvantaged communities</li> <li>Develop targeted publicity material – to broaden our demographic appeal</li> </ul>	<ul style="list-style-type: none"> <li>Reach a wider audience through targeted and accessible marketing material</li> <li>Establish non-traditional methods of engaging with Woodcraft Folk values e.g. Play Out, National Citizenship Service (NCS), taster sessions</li> </ul>

## ***Building on the past***

This strategic plan builds on work already started to support growth. As a UK movement we have been growing in recent years. Since November 2010, when growth targets were introduced, we have seen a:

- 9% Increase in registered Woodchip, Elfin, Pioneer & Venturer groups
- 12% Increase in adult members

To achieve our strategic priority of growth, we will need to continue to work towards the priorities chosen by the membership during the development of the Big Plan such as

- We have enough money to do what we want
- We communicate effectively
- We provide appropriate training & support to our volunteers and staff
- We work with like-minded organisations
- We are better known & understood
- We are open & accessible to all

## ***Member input***

This strategic plan has been developed in consultation with the wider membership of Woodcraft Folk (young and more experienced);

Annual Gathering workshop, April 2012  
TREE steering group meeting, June 2012  
General Council meeting, July 2012  
Development Conference, November 2012  
Regional and project committee consultation, December 2012



## ***Getting involved***

The priority of growth is important at all levels within Woodcraft Folk, whether or not you have enough adults for a regular group night or enough funders to provide training to new group leaders – we all need to work towards finding a sustainable solution. As such, General Council ask that every District, project and Centre develops its own development plan linked to growth and the priorities highlighted in this strategic plan.

Individually, you could volunteer as a Funding Champion, a new group buddy, mentor or even join one of two working groups – Education & Groups or Campaigns & Communication, all of whom will be working towards the priorities outlined above.

For more information or support please contact Debs McCahon on 0845 217 8939 or email [deborah.mccahon@woodcraft.org.uk](mailto:deborah.mccahon@woodcraft.org.uk)

# **Bigger & Better**

## **Woodcraft Folk's 4<sup>th</sup> Strategic Plan 2013-2018**

Building on the success of the Big Plan, Woodcraft Folk's strategic plan 2008-2013 ([www.woodcraft.org.uk/big-plan](http://www.woodcraft.org.uk/big-plan)), the Bigger & Better plan will focus on organisational growth.

The Bigger & Better plan seeks to support growth in members, in groups and in income, focusing development support on:

- Sustaining existing groups
- Supporting new groups
- Reaching out to new communities

### ***Why growth?***

Growth is essential to our movement to ensure sustainability and that we have the capacity to involve as many children, young people, adults and communities as possible in our aims and principles.

With more members and groups we can;

- Run more groups and educate more children and young people in our aims and principles
- Benefit from a greater profile and public awareness, making it easier to recruit more volunteers, children and young people
- Turn a greater number of our public enquiries into active members and volunteers
- Increase the capacity of our regional and local area networks to co-ordinate more activities  
For example, camps, training, skill-sharing, twinning, campaigns...
- Be in a stronger position to respond to new development, partnership and funding opportunities that support our aims and principles
- Alleviate the pressure on over-stretched and ageing volunteers
- Invest in our young leaders, ensuring the sustainability of groups

With more income we can;

- Provide more consistent and better support and training to our leaders, ultimately improving the experiences of children and young people at group and district level
- Increase our levels of publicity and public awareness, enabling easier recruitment of children and group leaders
- Reduce any financial barriers to engaging with the movement, for instance the cost of running groups, attending events and participating in democracy



**Woodcraft Folk**  
Education for Social Change

**YOUTH IS  
NOT WASTED  
ON  
THE YOUNG**