



***“GUAM IN THE PACIFIC”***  
**STRATEGIC PLAN**  
*August 2018 to August 2021*  
(draft 2 - October 8, 2018)

**Payu-ta, Inc. established June 16, 2008**

**PURPOSE**

As Guam's umbrella association of non-governmental organizations (NGOs) Payu-ta's purpose is to strengthen the administrative, institutional, and technical capacities of NGOs enabling them to become accountable, effective, and transparent mechanisms for social change, equity, and justice in accordance with its By-Laws and policies as determined by its members.

**VISION**

A collaborative partnership that maximizes resources and responds efficiently and effectively for positive community impact.

**MISSION**

Payu-ta is a support system that promotes and strengthens member organizations' capacity and advocates for a progressive and sustainable Guam community.

**FOCUS AREAS**

1. Organizational Development
2. Membership Capacity Strengthening
3. Development Goals and Effectiveness
4. Marketing and Communications Strategies

**AIM**

The aim for the strategic plan is to make Payu-ta an ideal platform for NGOs on Guam.

**FOCUS AREA 1: ORGANIZATIONAL DEVELOPMENT**

1. By the fourth quarter of 2018, develop and implement a recruitment plan
2. By the fourth quarter of 2018, map Payu-ta's membership delineating members profile including strengths and areas where Payu-ta can assist
3. By the fourth quarter of 2018, to developed a fund development plan:
  - a. Identify appropriate innovative funding opportunities;
  - b. Secure grant funding;

- c. Secure government appropriations;
  - d. Develop a signature annual event;
  - e. Implement a 50/50 fundraiser involving all members with a split of 25/25 of the proceeds;
  - f. Add a donate button to Facebook and web page.
4. By the first quarter of 2019, obtain funding in the amount of \$100,000 to pay for three (3) full time employees
  5. Promote PIANGO benefits as a Pacific Regional Institution
  6. Create NGO sector committees with assigned board members
  7. Create and offer new categories of membership (e.g. Associate, Observer, Business, etc)

### Focus Area 2: Membership Capacity Strengthening

1. By February 2018, manage free and fee based monthly workshops, trainings, lectures, events, and seminars to strengthen member organizations
2. Create a job board on the website
3. Manage an internal calendar listing shared events
4. Offer indirect services:
  - a. discounted insurance, merchandise, and professional services
  - b. advocate for public support of Guam's NGO community.
  - c. share information about political contacts and their support for the NGO community
5. Provide Services for a fee:
  - a. start up assistance for NGOs
  - b. appropriate templates
  - c. signature leadership training

### Focus Area 3: DEVELOPMENT GOALS AND EFFECTIVENESS

1. By October 2018, have the Code of Minimum Standards approved by the Payu-ta board and in August 2018 start the process of members becoming signatories.
2. By August 2019 all members of Payu-ta to become fully compliant with the Code of Minimum Standards.
3. To promote, encourage and advocate for genuine partnership for Development Effectiveness between government, private sector and the NGO sector:
  - a. Establish relationships with Legislative committee
  - b. Promote the business sector's involvement in the committee
  - c. Conduct quarterly open houses inviting government officials to one spotlighted NGO
4. To actively promote and advocate for the implementation of Agenda 2030: Sustainable Development Goals (SDGs)
5. Promote the concept of rethinking development and reshaping processes.
6. Agree to become a signatory to PIANGOs Code of Minimum Standards.

#### Focus Area 4: MARKETING & COMMUNICATIONS STRATEGIES

1. Create, produce, and distribute literature to encourage NGO participation
2. By December 2018, develop a marketing and communications plan
3. To produce and circulate a monthly newsletter to be released the first Friday of every month
4. Social Media (facebook and twitter) will post current happenings at least once a week beginning June 2018
5. Develop a monthly Guam NGO spotlight in the local newspaper and featured blog column
6. Develop a radio show for NGO discussions
7. Participate in other NGO events promoting our services thru displays and visual presentations