Operational plan 2018

	Operational plan 2018		jan	feb	mar	apr i	may	jun	jul a	ug sep	oct	nov dec
	MALAT	NOW.	WHEN	21 2018	}	Q2	2018		Q3 :	2018		Q4 2018
I	WHAT	HOW	WHEN									
1	Attention to internal organization structure and optimal organization of internal processes	[CHAIR, SECCOM, COMCOM] Review procedures, renew manuals and improve website. For example, further structuring of basic rules and behavior around visiting and organizing projects										
2	Determine actions in 2018 and ambitions for 2020 and further	[CHAIR, COMCOM] Continuation of joint action plan Wings of Support and KLM CSR for 2018 in which opportunities and expectations are discussed as discussed with Management / Excom. Execution of financial contribution to fixed compulsory costs (eg auditors, CBF, trademark registration, digital WOSwijs, software licenses) In view of KLM's 100 years of existence in 2019, it will be investigated how Wings of Support or a featured project can play a role.										
3	Up-to-date from existing donors administration in 2018	[SECCOM] Donor administration: improving contact with the donors is to increase the involvement (receive WoSwijs, send mailings, increase involvement, stability and transparency) In this mail, we ask for data to be supplemented and we advise to donate for at least 5 years. This also has tax benefits for the donor and WoS can plan better financially (stability).										
4	Introducing online signing up on a renewed website in 2018 to make it easier for potential donors to arrange this	[SECCOM] The advantage is that no letter needs to be sent by post, received, sent again and ultimately processed by donor administration. Research at other non-profit organizations how they do this. Find out whether this is legally justified and is safe for our donors										
5	Significant (500) more donors from the KLM Group are recruiting in 2018. Start up staff campagne with Agency.	[SECCOM, COMCOM] Aim to recruit more regular donors, potentially especially from KLM (employees). Through presentations on WoS again part in the basic courses. In addition, specifically communication aimed at KLM employees (informative video for Takes Care, IFE). Development of a joint action plan. Development of specific (crowd) funding per project (Young KLM / round table). Developing start & go kit for KLM employees at WoS organize funding activities such as sports, baking event. Research welcome package in service and lottery / charity gala. Working out responsibilities and tasks KLM ambassador (2018 internal) skippers (2019 external) to stimulate WoS awareness										
6	Continue agreements about Flying Blue credits for 2018	[CHAIR, SECCOM, PROCOM, COMCOM] Activate policy to obtain and issue Flying Blue miles . Set up and comply with Flying Blue appointments during the booking process for Bushcamp and Klusreizen										
7	Organization Golf Tournament / WOS open and other (sports) events. Jubileum commission celebrating Wings of Support birthday.	[CHAIR, COMCOM, SECCOM] Organize WOS open golf tournament. KLM sponsorship of flight tickets. Organizing an organization for other initiatives and (fundraising) events. Investigations Dam to Dam charity goal in 2018. Design of central contact person (s).										
8	Further integrating sponsorship committee to ensure continuity	[SPOCOM, FINCOM] Continue active sponsorship policy for existing and new sponsors. Supporting sponsors in the possibility to sponsor projects.										
9	Implementing the communication plan in 2018	[CHAIR, COMCOM] Expectations of communication plan 2018 (including all relevant media Holland Herald , KLM news App, KLM Takes Care) on renewed platforms (website, Instagram)										
10	To support objectives in 2018, attention to HR and additional resources required. Attention to documentation of personnel policy	[CHAIR, SECCOM] Specific attention for key positions (Vacancies SalesForce, Webmaster, Designer). Document job descriptions and expand jobs. For specific (IT) system knowledge and expertise use KLM staff file better. Attention design of P&O by filling in three new employees. With a clear division of tasks P&O must keep in good contact with and keep an overview of the employees (role in appeal / quality more important than quantity - structure / stability) P&O wants to contribute to the stabilization of the group of employees by starting a clear introduction, tasks and give a good introduction to Salesforce. (stability). to increase the required commitment, HRM will undertake a three monthly mailing general information about employees. Clearly going to write / draw in well-defined job profiles for (key) positions. Remain staff capacity within the 100 Sales Force licenses. Regular evaluation of organization										
11	Handbook and reporting tools up-to-date in 2018	[FINCOM] Handbook up-to-date at the end of 2018										
12	Drafting and handling FINCOM planning in 2018	[FINCOM] Expansion of FINCOM team and use of planning within fixed multi-year budget										
13	Satisfied and productive Project Coordinators. Within recommendations internal audits	[PROCOM] Attention to well-being by reducing 'reading in' and therefore less discussion when reading in. Satisfied and productive Project Coordinators who do a good job and report and close projects. Clear structure, tasks, definitions and processes described. Clearer guidelines for the work of PCs and who also have them adhered to, this to promote routine, which hopefully leads to faster completion and more projects per PC.										
14	Large and small projects	[PROCOM] Attention for both (1) long-term projects in which depth can be taken, but also (2) opportunities to start up and support small (cuddly) projects. Support large projects by experienced project coordinators. Encouraging internal communication for discussion and support of new Project coordinators.										
15	External communication of projects, attention for cooperation partners	[PROCOM] [COMCOM] Improve external communication to projects, attention to cooperation partners such as Wilde Ganzen. Gathering additional information during project visits and the project coordinators to collect their stories and share experiences with external communication. Attention for cooperating partners such as Wilde Ganzen										
16	Faster implementation of new projects by donors	[PROCOM] Faster implementation of new projects by donors										
17	Goodies has clear procedures to guarantee security and flight safety.	[PROCOM] Attention for Goodies 'on- demand ' in which clear communication is given to volunteers with a view to improving security and flight safety. Attention for footprint Goodies. Improve feedback and support of Goodies team, update list of active projects.										