

SHEJUMPS STRATEGIC PLAN





OUR VISION

To be the leading resource of free and low-cost outdoor education for women and girls in the United States.

OUR MISSION

SheJumps increases the participation of women and girls in outdoor activities to foster confidence, leadership, and connection to nature and community through free and low-cost outdoor education.

WHO WE SERVE

Girls ages 6 and up, women 18 & older who either have never participated in outdoor activities or are active members of the outdoor community looking to give back and share their passion.

OUR PROGRAMS & SERVICES

SheJumps accomplishes its mission in the following ways:

SheJumps hosts events across the U.S. that offer a wide variety of outdoor activities ranging from wilderness survival and mountaineering to technical maintenance and skill-building clinics in a variety of disciplines. These events are educational and help women and girls to become self-sufficient in the outdoors.

Wild Skills – day camps, outings, and overnight trips that provide introductory and continuing lessons on wilderness survival and basic outdoor skills to girls 6-12.

SheJumps' digital presence provides inspirational stories, content, and networking relating to the outdoors and our community. We value "unsung heroines" and the opportunity to increase the visibility of these women in outdoor media and beyond.

The Girafficorn – representing your head in the clouds, feet on the ground – is our brand. This mythical creature represents the spirit of SheJumps inspiring our community through fun and friendship. It also helps fund our programming through merchandise sales.

Goal

#1

SheJumps is a sustainable nonprofit with a solid internal governance structure that provides clear financial planning and fundraising initiatives essential to the organization's success and future.



ACTIONABLE OBJECTIVE #1:

By August 22, 2018, SheJumps leadership is knowledgeable of organizational operations.

ACTIONABLE OBJECTIVE #2:

By August 22, 2021, SheJumps has 6 full-time staff members (one in each of the following areas): Executive Director, Program Director, Development Director, Partnership Manager, Wild Skills Director, Regional Team Manager



ACTIONABLE OBJECTIVE #3:

By August 22, 2022, all SheJumps staff will be aligned with the organization's goals specified in the strategic plan.

Goal

#2

SheJumps is a leading resource of free and low-cost access to outdoor education for girls and women of all backgrounds.

ACTIONABLE OBJECTIVE #1:

By August 22, 2020, SheJumps will have developed implementation partnerships with at least two community organizations that serve a under-resourced population.

ACTIONABLE OBJECTIVE #2:

By August 22, 2022, at least 25% of SheJumps participants will be from underserved and/or marginalized populations



Goal

#3

SheJumps introductory programs lead to further participation in the outdoors.

ACTIONABLE OBJECTIVE #1:

By August 31, 2022, at least 50% of SJ participants will intend to continue their outdoor participation, as measured by an annual survey of SJ participants/families.

ACTIONABLE OBJECTIVE #2:

By August 31, 2022, at least 50% of the SJ community (including supporters, participants, donors, event partners, and corporate partners) will have taken one action to promote the SJ brand/girafficorn, as measured by our annual community survey.



Goal

#4

Environmental stewardship and sustainability play a central role in SheJumps' core values.



ACTIONABLE OBJECTIVE #1:

By August 22, 2019, SheJumps has clear policies determining our position on political issues affecting our supporters: land use, diversity/equality, and environmental.

ACTIONABLE OBJECTIVE #2:

By August 22, 2020 SheJumps has banned the use of single-use plastic at SheJumps endorsed events

ACTIONABLE OBJECTIVE #3:

By August 22, 2020 SheJumps provides reusable water bottles to all registered event participants

ACTIONABLE OBJECTIVE #4:

By August 22, 2020, SheJumps has official partnerships with at least 2 organizations that lobby for public land use (such as Conservation Alliance and Outdoor Alliance)

ACTIONABLE OBJECTIVE #5:

By August 22, 2022, SheJumps enacts 2 programs annually in collaboration with public land use partner organizations (such as Conservation Alliance and Outdoor Alliance).



The background is composed of several large, solid-colored triangles. A large pink triangle occupies the upper right and central portions. A smaller purple triangle is in the top left corner. A blue triangle is in the bottom left corner, and a green triangle is in the bottom right corner. The website address is centered in the pink area.

WWW.SHEJUMPS.ORG