

Strategic Plan

Basset Rescue Crew of the Southeast

Mission

Basset Rescue Crew of the Southeast, Inc (BaRCSE) is a 501(c)(3) non-profit corporation run solely by volunteers. BaRCSE specializes in the rescue and placement of abused, unwanted, and abandoned basset hounds. We are dedicated to the health and welfare of needy basset hounds in the southeast region. We never discriminate on the basis of health or age. Our efforts are to offer adoption and foster programs that see to all their medical needs before we match them to their adoptive homes. We also offer educational programs in an effort to prevent unnecessary relinquishments and help owners to interact and understand their basset hounds. By involving and educating the community, BaRCSE works to raise the public's awareness of the plight of homeless bassets as well as realizing the benefits of adopting an animal in need. Our dogs are examined, vaccinated, spayed or neutered, and receive any and all medical treatment before they are placed in carefully screened homes. We are a multi-state organization serving the needs of animal shelters and other humanitarian organizations in the quest for proper rehabilitation and eventual safe, permanent homes for basset hounds. We put on events at which adoptive families have the opportunity to intermingle with other basset owners and discuss many facets of basset ownership with their peers.

Vision

All basset hounds in our service area will have their own loving forever homes.

Guiding Principles

1. We promote and maintain a culture in which:
 - We treat everyone with civility and respect.
 - We value diversity, integrity, and ethical behavior.
 - We encourage participation and cooperation.
 - We practice and expect honest and open communications.
2. We strive to provide the best level of care for foster dogs and to advocate that continuing level of care to dogs adopted through the organization.
3. We endeavor to build positive relationships with shelters, media, the public, and the business community.
4. We believe that education is the cornerstone of affecting change in our community that will result in improving the plight of unwanted basset hounds.

Strategic Initiatives

Strategic Initiative I: Create a culture that values communications between and among all levels of the organization.

Goal 1: Promote a culture of open communications among members.

Objective: Foster respect among volunteers, including leadership.

Objective: Provide special notifications and information to membership as needed.

Objective: Maintain high standard of ethical behavior when representing the organization.

Goal 2: Ensure that information is communicated throughout all levels of the organization.

Objective: Develop and maintain website to provide information to membership as well as the public.

Objective: Publish electronic quarterly newsletter.

Objective: Create and distribute monthly reports.

Objective: Design method that will keep leadership in contact with each other and the membership.

Strategic Initiative II: Develop a network of foster homes and medical care providers that will offer the best possible environment to basset hounds that become part of our system.

Goal 1: Create and maintain a strong foster home mentoring system.

Goal 2: Provide support and education for new foster homes.

Goal 3: Create and maintain a network of veterinarians that will cover the service area and make it easy for foster families to work with a system vet or specialist close to home.

Goal 4: Create a multi state volunteer base for foster homes and transport utilizing known Internet entities that reach beyond the local area (Daily Drool, Bugler)

Strategic Initiative III: Develop strategies that will foster communications between the community and the organization.

Goal 1: Develop a plan to interface with the media.

Objective: Develop and distribute a press kit to media agencies.

Objective: Develop a strategy for media relations

Goal 2: Create an organized set of publications to appeal to potential donors, the general public, prospective volunteers, potential foster homes, and potential adopters.

Objective: Plan, develop, and distribute an annual report to appeal to potential donors.

Objective: Develop professional website.

Objective: Design variety of publications to recruit volunteers and to attract potential foster and adoptive families.

Goal 3: Build relationships with animal shelters, humane societies, and other organizations to ensure the best possible outcome for basset hounds before being brought into the rescue.

Objective: Become actively involved with area vet school activities, community pet fairs, Humane Societies and have organizational information available.

Objective: Interact with animal shelters and humane societies to build relationships and allow them to see our organization as a partner in their efforts.

Strategic Initiative IV: Plan and implement strategies to recruit volunteers, foster families, and adoptive families.

Goal 1: Develop and implement a volunteer recruitment and retention plan.

Goal 2: Develop and implement a foster home network.

Goal 3: Design methods for connecting available dogs with potential adoptive families.

Strategic Initiative V: Create educational opportunities for volunteers, future organizational leaders, foster homes, adoptive homes, and the community at large.

Goal 1: Design education and recruitment materials to attract and train new volunteers.

Objective: Develop online training program (anytime/anywhere).

Goal 2: Develop method for identifying and training potential new leaders for the organization.

Objective: Set criteria for future leaders.

Objective: Develop leadership training program.

Objective: Identify and promote other opportunities for education for leaders and future leaders such as Education-to-Go classes.

Goal 3: Create and implement a plan for public education regarding the pros and cons of adopting a homeless basset hound.

Strategic Initiative VI: Plan for fiscal viability.

Goal 1: Develop marketing plan to appeal to potential donors.

Goal 2: Identify and seek grant funds to finance special projects.

Goal 3: Create and maintain annual budget.

Goal 4: Ensure compliance with applicable state and federal mandates.

Strategic Initiative VII: Develop strategies to help decrease the number of homeless hounds.

Goal 1: Design program to assist owners contemplating turning in a hound.

Objective: Find methods of financial assistance for persons and families contemplating getting rid of a hound due to medical issues.

Objective: Counsel and find ways to provide assistance to persons contemplating turning in a hound due to financial difficulties.

Goal 2: Participate in activities to publicize the need to decrease the number of available animals.

Objective: Support spay/neuter efforts.

Objective: Support initiatives to eliminate “puppy mills.”

Goal 3: Develop relationship with one or more trainers or behaviorists to work with the organization to help develop methods to assist with common basset hound problems.

Goal 4: Implement advice hot line to interact with frustrated basset hound owners with tips on managing behavior and other issues.