

Canadian Capital Cities Organization



2021 to 2025 Strategic Plan



CCCO-OCC.CA

As approved by members at 2020 Annual General Meeting on November 18, 2020

About the Canadian Capital Cities Organization (CCCO)

Mission

The CCCO is a network for Canada's capital cities and capital commissions, with the following mission:

- to support and focus on messaging the unique and symbolic significance of Canada's capital cities and promote this to our residents.
- to network Canada through exchange experience and information, and share learning and best practices and to build links, relationships and collaboration across capital cities.

Vision

Outreach or citizenship programs are those that connect, celebrate, educate and inform residents around our shared history and heritage, culture and identity, democratic tradition and values. They also foster collective pride and facilitate the achievement of people's aspirations as residents.

- The CCCO will be a relevant and effective forum for members to collaborate and strengthen outreach initiatives, across the country.
- Our residents will have a stronger connection to, and pride in our shared:
 - history and heritage
 - culture and identity
 - democratic systems, tradition and values.

Mandate

The CCCO is a uniquely positioned organization that works to create celebration, education, connection and pride across Canada through the diverse story of each Capital City. This national level network of capital cities will serve Canada's residents through relationships and initiatives highlighting the symbolic and substantive role of the Capitals.

Goal: To provide a network to people across Canada through its Capital cities.

Measure(s)	Target			
	2021-22	2022-23	2023-24	2024-25
Host virtual speaker series events annually	2	4	4	4
Secure all Lieutenant Governors/Territorial Commissioners as Patrons	4	4	4	2
Increase membership number	3	6	7	4

Strategy: Provide a safe online network to support collaborations, education and a sharing of best practice.

Key Action(s)	Timing and / or Budget Implications			
	2021-22	2022-23	2023-24	2024-25
Establish and administer a virtual speaker and <i>Capital Exchange</i> series	X	X	X	X
Host the annual conference	X	X	X	X
Run quarterly Board meetings	X	X	X	X

Strategy: Recruit membership that represents the Capital Cities across Canada.

Key Action(s)	Timing and / or Budget Implications			
	2021-22	2022-23	2023-24	2024-25
Send out a membership letter to all capital cities' Mayor and Councils	X			
Send out a membership letter to all Speakers of the Legislatures	X			
Research targeting campaigns for membership based on Capital City representation and succession needs and establish a database of potential future mail out recipients	X			
Run a targeting campaign for membership based on securing all Capital City representation and Executive succession needs		X	X	

Goal: Establish an effective and sustainable organizational structure, administrative practices and model.

Measure(s)	Target			
	2021-22	2022-23	2023-24	2024-25
Create Operational Key Actions Annually	X	X	X	X
Secure donations/grants outside the membership fees	\$1000	\$2000	\$2500	\$3000

Strategy: Build a sustainable Executive model through succession planning and strategic planning.

Key Action(s)	Timing and / or Budget Implications			
	2021-22	2022-23	2023-24	2024-25
Create a questionnaire for all new members to identify unique skill sets	X			
Do a succession planning session with the current executive to identify gaps, internal succession options and criteria for future targeted recruitment of membership	X	X		
Re-assess the Executive positions and administration to establishing capacity to deliver of strategic goals	X	X		
Administer Operations Plan discussions to identify annual initiatives to reach strategic goals.	X	X	X	X
Administer the completion of a bylaw review	X			X

Strategy: Identify new opportunities for revenue streams.

Key Action(s)	Timing and / or Budget Implications			
	2021-22	2022-23	2023-24	2024-25
Set goals for new membership and “supporter” levels of the CCCO	X	X	X	X
Create Tax Receipt policies and processes	X			
Administer a fundraising letter to membership and supporters	X			
Identify grants and sponsorships available for collaborative initiatives	X	Apply	Apply	Apply

Goal: Educate the public and membership on the symbolic and substantive role of the Capitals to raise the awareness of the connection across Canada

Measure	Target			
	2021-22	2022-23	2023-24	2024-25
Host a Capital Cities Connections Initiative	X	X	X	X
Arrange CCCO media interviews and post them on the website after airing	4	4	5	5

Strategy: Coordinate collaborative initiatives across Canada working with membership representatives in Capital Cities.

Key Action(s)	Timing and / or Budget Implications			
	2021-22	2022-23	2023-24	2024-25
Research and outline a plan of collaborative initiatives.	X			

Strategy: Establish marketing strategies and spokesperson roles within our organization to offer advocacy for Capital connections.

Key Action(s)	Timing and / or Budget Implications			
	2021-22	2022-23	2023-24	2024-25
Create and implement marketing strategy document with quarterly targets	X	X	X	X
Research the potential of adding a Media/Outreach position to the Executive.	X	X	X	X
Create a list of news release or interview worthy stories through a new agenda item at all Executive Meetings.	X	X	X	X
Administer Facebook and Instagram accounts for the CCCO	X	X	X	X
Coordinate a media representative process document and post contacts on the CCCO website	X			