



***The Leading Provider of Social Services and  
Educational Opportunities to Our Arabic  
Community***

***Strategic Planning Goals  
For the Next Year or Two or Five Years***

**Goal: To increase community awareness of AABA's purpose and activities and encourage involvement**

- a. Reach out to our targeted audience and spread the word about what AABA does for our Community.
- b. Initiate marketing and promotion campaigns that will promote AABA activities and membership using various outlet medias available
- c. Promote fundraising events

**Goal: To grow our membership by developing new and exciting programs to attract families and new members of all ages**

- a. Develop new programs and activities (i.e. hufflis, outings/mahrajans, dinners, etc.).
- b. Establish programs of interest to our youths that will involve them in the activities of AABA. (i.e. Internships, community/social service programs, education programs, trips & outings, Arabic cultural activities, etc.)
- c. Establish a Committee/Center to focus on Arabic cultural activities (i.e. art, music, culture, language, theatre, books, cooking, etc.)

**Goal: To expand our affiliations with other Arabic organizations so as to better serve our growing Arabic population and to involve them in AABA activities.**

- a. Strengthen our existing affiliations with our churches and sister organizations.
- b. Develop new affiliations with churches and others (i.e. businesses, colleges, churches, etc. throughout New England).
- c. See also new programs above.

**Goal: To position AABA to grow its housing developments, facilities and funding sources.**

- a. Position AABA to receive new sources and higher levels of government funding for services provided to tenants (for a program or fee for service) and the community.
- b. Develop a Community Center.
- c. Establish housing facilities and AABA chapters in surrounding areas.

**Goal: Fundraising is critical to the survival and success of our new Cheriton Heights apartment complex.**

**Other Goals:**

- a. Cheriton Grove - involve tenants and their families in AABA activities, etc.
- b. Nominations - identify the talent needed to achieve goals and target those people to serve on the Board
- c. Membership - Create new membership categories and dues structure.
- d. Treasury - Develop an integrated accounting system for billing, dues, pledges, mailing, etc. (i.e. QuickBooks Non Profit)

Developing Strategic Planning Goals can be time-consuming and difficult. Change is never easy. Our Board was very patient by investing the time now, so that we can effectively plan for our future. A special thanks to all our Directors who so actively contributed so generously of their time, energy, insight and positive participation leading to these Strategic Planning Goals.