

Canadian Capital Cities Organization



2022 to 2026 Strategic Plan



CCCO-OCC.CA

As of March 14, 2022

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.

The CCCO is an organization invested in actioning and demonstrating inclusion, diversity and reconciliation.

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

Measure(s)	Target			
	2022-23	2023-24	2024-25	2025-26
Host virtual speaker series events annually	2	4	4	4
Secure all Lieutenant Governors/Territorial Commissionaires as Patrons	4	4	4	2
Increase membership number	6	7	4	4
Achieve Capital Coverage				Complete

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

Key Action(s)	Timing and / or Budget Implications			
	2022-23	2023-24	2024-25	2025-26
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
Invest in technologies to support the network and add value to membership.	X			X

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

Key Action(s)	Timing and / or Budget Implications			
	2022-23	2023-24	2024-25	2025-26
Send out a membership letter to all capital cities' Mayor and Councils	X	X		
Send out a membership letter to all Speakers of the Legislatures	X	X		
Research targeting campaigns for membership based on Capital City representation and succession and retention needs	X	X	X	
Run a targeting campaign for membership based on securing all Capital City representation and Executive succession and retention needs		X	X	
Increase individual and supporter level memberships through campaign	X			

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

Measure(s)	Target			
	2022-23	2023-24	2024-25	2025-26
Create Operational Key Actions Annually	X	X	X	X
Secure donations/grants outside the membership fees	\$2000	\$2500	\$3000	\$5000

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

Key Action(s)	Timing and / or Budget Implications			
	2022-23	2023-24	2024-25	2025-26
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			
Re-assess the Executive positions and administration to establishing capacity to deliver of strategic goals	X			
Administer Operations Plan discussions to identify annual initiatives to reach strategic goals.	X	X	X	X
Administer the completion of a bylaw review and highlight membership categories for opportunities.			X	

Strategy: Identify new opportunities for revenue streams.

Key Action(s)	Timing and / or Budget Implications			
	2022-23	2023-24	2024-25	2025-26
Create Tax Receipt policies and processes	X	X		
Administer a fundraising letter to membership and supporters	X			
Identify grants and sponsorships available for collaborative initiatives and general operations	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			
	2022-23	2023-24	2024-25	2025-26
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			
	2022-23	2023-24	2024-25	2025-26
Research and outline a plan of collaborative initiatives.	X	X	X	X
Invest and look for opportunities to demonstrate inclusion, diversity and reconciliation.	X	X	X	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			
	2022-23	2023-24	2024-25	2025-26
Create and implement marketing strategy document with quarterly targets	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