

Virginia Local News Project (VLNP) Operations Workplan

Objective 1: Finalize Rebranding and Strengthen Organizational Identity

Objective Overview: Ensure VLNP's new identity is fully implemented across platforms and clearly communicated to stakeholders.

Activity	Lead Person/Team	Timeline	Key Deliverables/Targets	Progress Notes
Complete the legal process for name change			State and federal filings completed	
Design a new logo			Logo finalized	
Launch a new website			Website live with updated branding and content	
Update branding materials (e.g., letterhead, digital assets)			All materials updated and distributed	
Develop a clear and concise description of VLNP's mission, vision, and programs for consistent communication			Description integrated across all platforms	

Objective 2: Build Public Awareness and Enhance Marketing Efforts

Objective Overview: Increase public understanding of VLNP’s mission and engage stakeholders through targeted outreach and campaigns.

Activity	Lead Person/Team	Timeline	Key Deliverables/Targets	Progress Notes
Launch a rebranding campaign			Achieve stakeholder awareness by end of campaign	
Develop marketing strategies to amplify VLNP’s mission and vision			Marketing plan finalized and executed	
Explore podcast guest opportunities to share VLNP’s mission and impact			Participate in at least 1 podcast	
Create a content calendar for campaigns and social media			Calendar implemented, with content scheduled	
Launch public awareness campaigns across digital platforms			10% increase in website traffic and social engagement	

Objective 3: Establish Governance and Operational Tools

Objective Overview: Strengthen board operations and compliance to support VLNP’s strategic goals.

Activity	Lead Person/Team	Timeline	Key Deliverables/Targets	Progress Notes
Set up a board portal for key documents and compliance materials			Portal operational and accessible	
Ensure GuideStar registration and compliance (bylaws, terms, etc.)			GuideStar profile completed	
Develop onboarding/training for new board members			Training program completed	
Target recruitment of at least two additional board members			2 new board members onboarded	
Establish clear expectations for board members, including annual donations and active participation			Expectations document approved and distributed	

Objective 4: Secure Initial Funding and Prepare for the Future

Objective Overview: Build a foundation for sustainable funding through strategic grant applications and development efforts.

Activity	Lead Person/Team	Timeline	Key Deliverables/Targets	Progress Notes
Submit the Press Forward LOI			LOI submitted on time	
Complete and submit the full grant proposal			Grant application submitted if invited	
Identify additional grant/funding opportunities			Apply for 5 additional grants	
Participate in Giving Tuesday			Fundraising campaign executed successfully	
Create an Annual Development Plan			Development plan finalized and approved	

Objective 5: Lay the Groundwork for Staff Expansion

Objective Overview: Prepare for hiring and expanding VLNP's staff capacity.

Activity	Lead Person/Team	Timeline	Key Deliverables/Targets	Progress Notes
Draft a comprehensive job description for a program director			Job description completed	
Develop and execute a recruitment plan			Recruitment campaign launched	
Identify potential funding sources to support staff expansion			Funding sources identified	

Objective 6: Recruit and Diversify the Board

Objective Overview: Strengthen the board by recruiting diverse members with varied expertise.

Activity	Lead Person/Team	Timeline	Key Deliverables/Targets	Progress Notes
Expand the board, prioritizing diversity in race, gender, geography, and expertise			Onboard 3 additional board members	
Consider adding committees and/or a junior board to engage younger stakeholders			Committees/junior board structure approved	

Objective 7: Strengthen Staff Capacity

Objective Overview: Develop internal staff capacity to manage operations and expand programming.

Activity	Lead Person/Team	Timeline	Key Deliverables/Targets	Progress Notes
Hire a full-time program director			Position filled and onboarded	
Develop partnerships with universities and nonprofits to supplement staffing			2 partnerships established	

Objective 8: Expand Outreach through Public Awareness and Marketing Campaigns

Objective Overview: Strengthen community engagement and stakeholder outreach through targeted campaigns.

Activity	Lead Person/Team	Timeline	Key Deliverables/Targets	Progress Notes
Create the inaugural VLNP Impact Report			Report published and distributed	
Evaluate and refine public awareness efforts			Adjust campaigns to improve engagement metrics	
Host community events and webinars			3 events/webinars hosted	

Objective 9: Launch Statewide Educational Initiatives

Objective Overview: Inspire interest in journalism careers and connect with local communities through education.

Activity	Lead Person/Team	Timeline	Key Deliverables/Targets	Progress Notes
Host events at universities and community spaces			3 events completed	
Collaborate with academic programs to offer internships and mentorships			Partnerships with 3 academic programs formed	
Secure sponsorships for educational programs			\$20,000 in sponsorships secured	

Objective 10: Evaluate and Sustain Grant-Funded Programs

Objective Overview: Assess the impact of grant-funded programs and ensure continued alignment with VLNP’s mission and goals.

Activity	Lead Person/Team	Timeline	Key Deliverables/Targets	Progress Notes
Conduct a comprehensive evaluation of Press Forward-funded initiatives			Evaluation report completed and shared	
Prepare a detailed impact report and distribute to stakeholders			Impact report published and distributed	
Develop a plan to sustain successful programs after initial funding ends			Sustainability plan finalized	

Objective 11: Diversify Revenue Streams

Objective Overview: Expand funding opportunities beyond grants to ensure financial stability and growth.

Activity	Lead Person/Team	Timeline	Key Deliverables/Targets	Progress Notes
Develop an annual giving campaign			Campaign launched and tracked	
Explore additional revenue opportunities, such as planned giving, events, and sponsorships			2 new revenue streams identified and implemented	
Build partnerships with key mission-aligned organizations for co-funding opportunities			2 new partnerships established	

Objective 12: Foster Community Connections and Journalism Pathways

Objective Overview: Strengthen community ties and create career pathways for aspiring journalists.

Activity	Lead Person/Team	Timeline	Key Deliverables/Targets	Progress Notes
Partner with universities and community colleges to place aspiring journalists in local newsrooms			10 internships or placements facilitated	
Develop internship guidelines and mentorship programs			Guidelines finalized and mentorship program launched	
Establish a volunteer program to involve community members in supporting VLNP’s mission			Volunteer program launched	