



STRATEGIC PLANNING

2025 - 2028

OUR TEAM

This is our strategic planning committee along with Interim Executive Director Jasmine Fields.



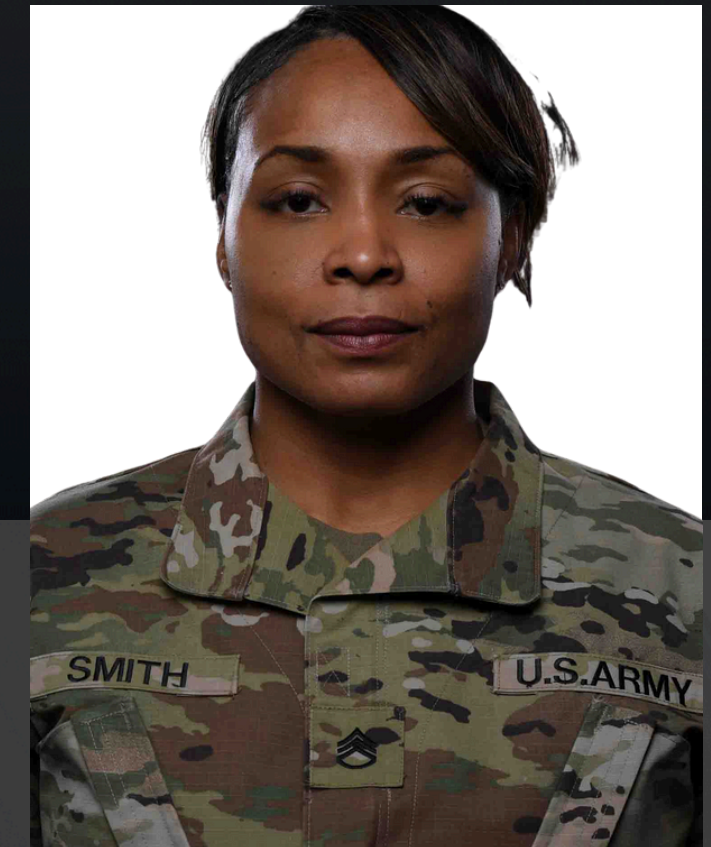
AKIL PATTERSON



OMARI PATTERSON



HARDELL MOORE



IRIS SMITH

INITIATIVE 1

**BUILD A STRONG MARKETING PLAN
TO ESTABLISH AND GROW OUR
BRAND AND AWARENESS OF THE
ORGANIZATION**

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BRAND AWARENESS

SPECIFIC

Have a strategic and consistent social media campaign and presence, focused on giving quality information, service, and resources

MEASURABLE

10% growth each year on social media following

ACHIEVABLE

A monthly newsletter, podcast and youtube over the course of the 48 month period.

RELEVANT

If we want to have an impact on the minority wrestling community, they must know we exist and what we do.

TIME BOUND

Begin right after this plan is approved.

Goals

Goals 1

Annual Marketing Campaign

Goals 2

Continue the Bragbook

Goals 3

Post three times a week to include accolades we have received from our audience, requests for donations, gear purchasing opportunities, BWA News, educating the community of ways to improve and advocate, and job opportunities.

Goals

Goals 4

Monthly Podcast & Youtube
Video to begin January 2025

Goals 5

- Monthly Members Newsletter - BWA News
 - Achievements in the Sport
 - Upcoming Events and Ways to get involved
 - Coach or athletes tip of the month

WHAT WE NEED TO SUCCEED

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01

Marketing Committee

- Volunteers

02

Sponsors of the Podcast

- ?

03

Submission Place

Place for you to tell us your
accomplishments an any
camps or clinics you are
involved in

INITIATIVE 2
BUILD A FINANCIAL
SUSTAINABILITY PLAN THAT
INCLUDES MULTIPLE STREAMS OF
INCOME.

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FUNDRAISING

SPECIFIC

Raise \$700,000.00

MEASURABLE

- 2025: \$100,000
- 2026: \$150,000
- 2027: \$200,000
- 2028: \$250,000

ACHIEVABLE

- Gear
- Monetize podcast and channel
- Membership
- Legacy Camps & Clinics
- Grants
- Gala
- Donors

RELEVANT

In order to continue, we must have the funds to show up in the community.

TIME BOUND

We will start this year.

WHAT WE NEED TO SUCCEED

.....

01

Potential
Grants

• ?

03

Potential Donors

• ?

02

Events
Committee

• ?

04

Fundraising
Committee

INITIATIVE 3
OVER THE NEXT FOUR YEARS
INCREMENTALLY GIVE BACK MORE
EACH YEAR.

.....

GIVE BACK

SPECIFIC

Scholarships, gear to champions, clinics and camps with no fees, services and connection.

MEASURABLE

- 2025: 10% of the budget
- 2026: 15% of the budget
- 2027: 20% of the budget
- 2028: 25% of the budget

ACHIEVABLE

Percentage of funds brought in.

RELEVANT

We are a nonprofit which means that funds raised by the community are supposed to be given back to the community in some way.

TIME BOUND

We will start this year.

Ways to Give Back



- 1 Scholarships
- 2 Sponsor Club Memberships
- 3 Gear or Equipment Grants
- 4 Gifting spots to our events

WHAT WE NEED TO SUCCEED

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01

Scholarship Team

Presentations are tools
that can be used as
speeches, reports,
and more.

02

Orgs in Need

Presentations are tools
that can be used as
speeches, reports,
and more.

INITIATIVE 4

**BUILDING A COMMUNITY THAT
KNOWS WHAT WE DO AND CAN
ARTICULATE THE VALUE WE ADD
TO THEIR EXPERIENCE.**

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BWA EXPERIENCE

SPECIFIC

100 dedicated workers who know the BWA mission and the upcoming events

MEASURABLE

Full board, mentors/ambassadors in place, regional representatives in place. A total of 100 volunteers.

ACHIEVABLE

Develop the life cycle of a BWA member and the specifics as to what they get at each stage of the process.

Modifications to the website and pushing out on social media.

RELEVANT

The work is great but the workers are few and ill prepared for performance.

As a national organization we must have a team that is willing to work on the ground level.

TIME BOUND

2025: Board

Timeline

Cradle

Fee with a short membership form.

Benefits

- 10% off gear
- Monthly Newsletter
- First access to the Youtube Video (link will be sent in the newsletter before it is visibly on Youtube)

College

\$25.00 Annually

Benefits

- Mentorship Phase 1: Providing our College Experience Members a way to submit questions, concerns and accolades. The Ambassador team will be trained and committed individuals who have agreed to connect with College Experience Members to inspire and empower them through their experience.
- Priority Invitation to the Legacy Camp
- 10% to BWA events
- Current year All American, free entry to said year's All American Breakfast.

Coaches, Wrestlers in Business, & Officials

\$100.00 Annually

Benefits

- Directory - list your club, school, business in our directory
- Discussion Boards and Forums / Networking mechanism
- Coach's Camp

WHAT WE NEED TO SUCCEED

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01

Ambassadors

• ?

03

Wrestlers in
Business

• ?

02

Coaches
Coordinator

• ?

04

Officials

• ?

WHAT WE NEED TO SUCCEED

.....

05

Regional Reps

- ?

06

Women of
Wrestling

- ?