

EXECUTION PLAN FOR  
CKA'S FIVE YEAR STRATEGIC PLAN

10 JULY 2024

PHASE ONE

**BUILDING STRONG**



COUNCIL OF  
KOREAN  
AMERICANS



THE COUNCIL OF KOREAN AMERICANS  
INITIATED A **FIVE YEAR STRATEGIC PLAN**  
TO ACHIEVE A **VISION** FOR CKA'S FUTURE

- Be a **Chief Advocate** for the national Korean American community
- Build a **Media Powerhouse** to amplify Korean American Voices, Stories & Perspectives
- Be a **National Connector** promoting nationwide collaboration across our communities and building bridges across ethnic and racial boundaries



THIS VISION WILL NOT HAPPEN  
OVERNIGHT



WE HAVE CREATED A MAP WITH  
MILESTONE PHASES



# CKA DIVIDED UP THE PLAN INTO **THREE GROWTH PHASES**



**Phase One**  
2024 - 2025

**Phase Two**  
2025 - 2026

**Phase Three**  
2027 - 2028



# PHASE ONE WILL FOCUS ON **LEADERSHIP REPRESENTATION**



**Phase One**  
2024 - 2025

**Leadership Representation** will help us focus on **national collaboration, leadership development,** and **creating executive opportunities** as the foundation to achieve our vision.

# LEADERSHIP REPRESENTATION

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Corporate  
Representation

Media  
Representation

Political  
Representation

**Phase One will focus on three pillars within leadership representation over the next 12 months.**

Our programming will promote: 1) education; 2) collaboration

[\[Click Here for More Detailed Proposal\]](#)



# LEADERSHIP REPRESENTATION

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## Corporate Representation

- Promoting collaboration & creating opportunities for joining corporate boards
- Training & Preparing leaders for executive & leadership roles (e.g., NetKAL)

## Media Representation

- Building relations with national media outlets
- Promoting greater visibility for KA thought leaders & representatives
- Training leaders to be media-ready

## Political Representation

- Providing education on how to be effective donors
- Building collaboration with key DC allies
- Building greater collaboration with KA communities nationwide

# LEADERSHIP REPRESENTATION

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## Corporate Representation

**Project#1:** Launch Experimental Corporate Board Initiatives

**Project#2:** Expand the NetKAL Leadership Program

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# LEADERSHIP REPRESENTATION

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## Media Representation

**Project#1:** Explore partnerships with national media organizations for greater visibility

**Project#2:** Provide media training for Korean American Leaders

**Project#3:** Creating a Look Book of CKA Experts for distribution to media partners

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# LEADERSHIP REPRESENTATION

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## Political Representation

**Project#1:** Organize education workshops on being effective political donors and influencers

**Project#2:** Develop Partnerships with Washington, DC-based Policy Groups to Strengthen Influence

**Project#3:** Expand Partnerships with a National Network of Korean American Regional and Sectoral Organizations

[\[Click Here for More Detailed Proposal\]](#)



# **PARTNER WITH US**

OUR VISION IS ONLY A DREAM WITHOUT INVESTORS

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## **3 WAYS YOU CAN INVEST**

- 1 - BE A VISION FUND DONOR
- 2 - BE AN ANNUAL DONOR
- 3 - BE A PROJECT INVESTOR





**Thank you for your support**



**Any Questions?**





# **ADDENDUM**

- FUNDRAISING GOALS
- EXECUTION TIMELINE

# FUNDRAISING GOALS

## **VISION FUND DONOR [3 - 5 YEARS COMMITMENTS]**

- 1 X \$100,000 VF DONOR
- 2 X \$50,000 VF DONOR
- 4 X \$25,000 VF DONOR

## **2024 ENVISION GALA/SUMMIT SPONSORSHIP**

- GOLD TABLES (\$15,000 EACH)
- HIGHER LEVELS OF SPONSORSHIP AVAILABLE (\$25,000, \$50,000, \$100,000)



# FUNDRAISING GOALS (2)

## **SPECIFIC PROJECT SUPPORT (PER YEAR)**

- **NETKAL FELLOWSHIP: \$150,000**
- **EMERGING LEADERS SUMMER FELLOWSHIP: \$100,000**
- **EXECUTIVE DIRECTOR RETREAT: \$20,000**
- **STAFFER TRAINING: \$25,000**
- **DONOR TRAINING: \$25,000**
- **LEADERSHIP PODCAST: \$10,000**

# EXECUTION TIMELINE

	1Q2024 - 2Q2024	3Q2024	4Q2024	1Q2025	2Q2025+
<b>Corporate Representation</b>					
A1. Experimental Corporate Board Project		- Establish Road Map for Project- Form Collaborative Partners- Create list of Candidates- Form Advisory Committee	- Create regular progress report	- Complete up to 2 x corporate board project events	
A2. NetKAL Program Expansion		- Establish Advisory Committee- Create Strategic Roadmap for NetKAL Expansion		- Complete 2 x prototype advanced leadership forums (NetKAL 2.0)- NetKAL Networking Event	
<b>Media Representation</b>					
B1. Conduct Media Training Workshop		-Media Training #1 (WDC)	-Media Training #2		
B2. Create Media Look Book		-Identify & Form Expert Community-Design Look Book	-Produce Look Book- Distribute Look Book to Media	- Monitor Feedback & Monitor Impact- Update & Expand Look Book with more experts	
B3. Build National Media Relationships		- Form ties with key strategic media partners (e.g., AAJA)- Design Media Strategy	- Engage Media with Stories- Finish producing 3 x placed pieces - Begin engaging PR Firms	- Secure PR Firm for a 2025 strategy	
<b>Political Representation</b>					
C1. Educate Korean American Community Leaders about political donor and political influence education workshops		- Work with Strategic Partners to develop curriculum	- Organize one in-person or webinar program	- Organize one in-person or webinar program	
C2. Engage with Key Organizations in WDC		- Form ties with 5 x different public policy influencer organizations- Form Advisory Committee to strategize on how to increase KA political influence and impact at federal level	- Hold 2 x events with key DC-based partners		
C3. Expand Partnership and Collaboration with Korean American regional and sectoral organizations			- Complete at least supporting or hosting 2 x national program to facilitate partnerships	-Collaborate with regional partners on at least 2 x programs	