

# STRATEGIC PLAN

## 2025 - 2028



# RHYTHM OF LIFE SOCIETY

Harmonizing Hearts

Inspiring Wellness

Breaking Isolation

Version  
2024.12



# LAND ACKNOWLEDGEMENT

We respectfully acknowledge our place of work is within the ancestral, traditional and unceded territories of the **Xʷməθkʷəy̓əm (Musqueam)**, **Sḵw̓x̓wú7mesh (Squamish)** and **səlílwətaʔt/seílłwítulh (Tseil-Waututh)** and that we serve the Peoples of the many Nations throughout British Columbia.

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This acknowledgment informed the development of this Strategic Plan, and will continue to inform Rhythm of Life Society's work going forward.



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# EXECUTIVE SUMMARY

## > LEGALESE

**Acknowledgements:** We would like to acknowledge all those who contributed to the development of this 2025 - 2028 Strategic Plan, especially Rhythm of Life Society's executive leadership team and its dedicated board members and volunteers.

**Disclaimer:** This strategic plan is for informational purposes only and does not create or represent any legal obligations or binding commitments. The views, opinions, and content expressed are those of the author(s) and do not necessarily reflect the views or policies of the Rhythm of Life Society.

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**Amendments and Revisions:** This strategic plan may be amended or revised at the discretion of the board of directors or designated management. Any changes will be documented and communicated to relevant stakeholders.

**Dispute Resolution:** Any disputes arising out of or relating to the implementation of this strategic plan shall be resolved through mediation.

**Published by the Rhythm of Life Society in December 2024**



# EXECUTIVE SUMMARY

## > MESSAGE FROM THE FOUNDER

As the founder and CEO of the Rhythm of Life Society, I am guided by a lifelong passion to use music and rhythm as tools for healing and connection. Over the past 40 years, my work with Drumming and Health has shown me the transformative power of drum circles to foster belonging, build community, and uplift lives. In response to the epidemic of social isolation, I established the Rhythm of Life Society to expand this mission, creating compassionate, heart-centered spaces where individuals feel supported, empowered, and connected.

This strategic plan outlines our vision for the next four years, serving as a roadmap to address challenges and seize opportunities. Our mission is clear: to ease isolation and loneliness by creating spaces for authentic connection through music, with drum circles at the heart of our approach. We are committed to securing funding, ensuring consistent programming, and demonstrating our impact through research and data collection.

The Rhythm of Life Society was founded on the belief that rhythm is a fundamental birthright—a force connecting all aspects of life. Rhythm pulses not only in music but in nature's cycles, the beat of our hearts, and the social bonds that unite us. During the pandemic, I witnessed a deeper need for connection and founded Rhythm of Life to address the growing crisis of disconnection.

I am deeply grateful to our board members, volunteers, partners, and supporters whose dedication fuels our mission. With your help, we will continue to bring the healing power of drum circles to our growing community.

Together, we are building a future where every person can experience the joy and connection that rhythm brings.

Grateful to and for you,

**Lyle Povah**

Founder & CEO, Rhythm of Life Society





# EXECUTIVE SUMMARY

## > INTRODUCTION

In response to the growing epidemic of social isolation, the Rhythm of Life Society introduces this strategic plan to outline our approach to fostering a compassionate, heart-centered community. Our overarching goal is to create healthy environments where individuals feel loved, supported, and empowered to lead meaningful lives. We believe that music, particularly drum circles, are a powerful and accessible tool for building deeper connections and bringing people together.

**Purpose of the Plan:** This strategic plan serves as a guide for Rhythm of Life Society to advance our mission by addressing current challenges and seizing new opportunities. It focuses on demonstrating the impact of drum circles on the mental and physical well-being of our participants through targeted research and data collection.

**Current Situation and Key Challenges:** As we prepare to launch a weekly drum circle program, we face the challenge of securing a steady flow of funding and maintaining consistent events and programs. However, we have identified significant opportunities, including high interest in our events, eager volunteers, and potential research collaborations that will strengthen our programs and events. Additionally we have identified diverse revenue streams to supplement our upcoming initiatives.

**Strategic Priorities:** Our immediate priorities include launching an ongoing drum circle program and hosting community events and workshops. In addition, we will focus on scheduling private bookings to sustain our programs and enhance public awareness. We are also committed to collecting data that will support the development of our larger Drum Run Canada project.

**Positive Outlook:** With our dedicated team, enthusiastic supporters, and clear strategic goals, we are confident in our ability to make a meaningful impact. We are committed to achieving our objectives and expanding our reach to bring the healing power of drum circles to a larger community!



# VISION, MISSION AND VALUES



## VISION

A world in which the transformative power of music and movement elevates the well-being of all people.

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## MISSION

We exist to ease isolation and loneliness in our communities through interactive drum circle events that engage people of all ages and abilities.

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## VALUES

- S**UPPORT for those affected by isolation and loneliness.
- P**OSITIVITY towards discussing mental health challenges.
- I**NCLUSION for people of all ages and backgrounds.
- R**ESPECT for all minority groups, their traditions, and culture.
- I**MPACT through promoting and creating harmonious communities.
- T**OGETHERNESS through the connective power of drum circles.



# WHAT THE COMMUNITY IS SAYING

Throughout 2024 we surveyed event participants to better understand how our drum circles impacted their well-being, sense of connection, and overall experience.

## Key Survey Highlights



**85% of participants** agreed to feeling stronger sense of connection to other people after the drum circle.

**Majority of participants** described their experience as fun, exciting, energizing, and engaging.



**95% of participants** felt more relaxed after the drum circle.

**More than 60%** shared that they experienced reduced feelings of stress and anxiety.



**Of 200+ surveyed, over 90%** expressed interest in attending another event.

## Participant Testimonials

“Playing the drum was like a way to speak words that I was holding back.”

“Releasing, relaxing, the vibration and the rhythm vibrates in each cell and that is so joyful and renewing!”

“Wow, I feel so connected to the inside and outside of myself like I haven't in a long time.”

“The collective energy and synergy created under the disciplined leadership of the drum master were truly powerful. The magic that everyone experienced came from the mutual respect for the vital roles we all contributed. Thank you, Lyle and team!”





# STRATEGIC GOALS

These 8 key strategic goals for Rhythm of Life Society's 2025-2028 plan are designed to drive growth, sustainability, and community impact. Each goal is interconnected and presented in a methodical order, with each one building on the previous for the best possible outcomes.



## GOAL 1

Strengthen Online Presence and Engagement



## GOAL 2

Build a Strong and Diverse Board of Directors



## GOAL 3

Diversify Revenue Streams



## GOAL 4

Establish Sustainable Ongoing Programs



## GOAL 5

Research the Benefits of Drumming



## GOAL 6

Host Annual Summer Fundraiser



## GOAL 7

Launch Drum Circle Facilitator Training



## GOAL 8

Initiate Planning for Drum Run Across Canada

Each goal includes specific objectives and timelines, but the Rhythm of Life Society understands the importance of flexibility. As new opportunities and challenges emerge, the timelines, figures, and metrics may be adjusted to ensure the most effective and impactful outcomes



# GOAL 1

## Strengthen Online Presence and Engagement

### RATIONALE:

A stronger online presence will attract more supporters and boost engagement with the organization. Clear calls to action with consistent use of established branding, will drive increased interaction and support.

### ACTION PLAN:

**1. Brand Consistency:** Implement the new brand guidelines across all digital and print channels.

**2. Website Optimization:** Collaborate with web developers to ensure consistent branding and improve user experience.

**3. Social Media and Email Strategy:** Develop strategies with the marketing team to increase engagement and drive conversions through targeted campaigns.:

- **SEO Optimization:** Use targeted keywords, engaging content, and design enhancements to improve website search ranking.
- **Marketing Advertisements:** Run targeted ads on platforms like Google, Facebook and Instagram to drive traffic towards conversions.
- **Content Calendar:** Schedule regular blog posts, success stories, and updates to keep audiences engaged.
- **Email Newsletters:** Increase the frequency of newsletters with strong calls to action that increase conversions and provide engaging content to inform readers.



### SUCCESS METRICS:

- Achieve a 3-5% conversion rate on paid ads within two years.
- Double newsletter subscribers by the end of 2025.
- Boost website traffic by 30% within three months of the redesign launch (*planned for January 2024*).
- Attain a 40% increase in social media followers by the end of Q3 2025.



## GOAL 2

### Build a Strong and Diverse Board of Directors

#### RATIONALE:

A strong, diverse Board of Directors is crucial for growth, bringing varied skills and perspectives to enhance decision-making, fill gaps in areas and reflect the communities served, driving innovation and inclusivity.

#### ACTION PLAN:

- 1. Identify Gaps:** Analyze current board composition and identify skill gaps in areas such as fundraising, legal expertise, communications, and finances.
- 2. Create Candidate Profiles:** Develop ideal profiles for new directors based on organizational needs and strategic direction.
- 3. Outreach & Networking:** Engage in targeted outreach to potential candidates through professional networks, nonprofit platforms, and personal connections.
- 4. Screening & Interviews:** Establish a selection committee to review candidates and conduct interviews, ensuring alignment with the organization's mission and goals.
- 5. Onboarding Process:** Create an onboarding program for new directors to integrate them into the board's work. This program will ensure they are informed about the organization's mission, operations, strategic plan, and governance expectations, including the standard term length of 1-2 years for directors.



#### SUCCESS METRICS:

- Recruit at least 2 new board directors with diverse skills by the end of Q1 2025.
- Achieve 100% participation in board meetings from new directors within their first 3 months.
- Ensure new directors bring diversity in professional backgrounds, experiences, and demographics.
- 100% completion of the onboarding program within 2 months of recruitment.



## GOAL 3

### Diversify Revenue Streams

#### RATIONALE:

Securing stability in our revenue by diversifying sources will ensure operational costs are covered and programs run without interruption.

#### ACTION PLAN:

##### 1. Develop Fundraising Strategy:

- Identify and engage individual donors, corporations, and philanthropic foundations.
- Build strong relationships with high-net-worth individuals and corporate partners.
- Research and apply for grants that align with program goals and funding needs.

**2. Host Fundraising Events:** Organize monthly ticketed community events and workshops. Secure corporate sponsorships to cover event costs or provide in-kind support (e.g., equipment, services).

**3. Book Private Events:** Schedule private events throughout the year to generate additional revenue for operational and fundraising needs.

**4. Adapt Strategies:** Continuously evaluate and adjust fundraising approaches based on results and feedback.



#### SUCCESS METRICS:

- Gain support from 3 new donors (individual or corporate) annually.
- Achieve \$1,000/month in gross revenue from ticketed events and workshops.
- Secure funding from at least 2 grants annual.
- Obtain sponsorships from minimum 3 local businesses for programs or events.
- Generate at least \$8,000 annually from private event bookings to cover operational costs.



## GOAL 4

### Establish Sustainable Ongoing Programs

#### RATIONALE:

Ongoing programs enable participants to progressively learn the djembe and be able to experience the benefits of drumming independently. They also encourage regular participation to address social disconnection.

#### ACTION PLAN:

- 1. Develop Program Curriculum:** Create a structured curriculum focused on teaching participants how to drum, emphasizing how they can incorporate rhythm into their daily life to enhance well-being.
- 2. Secure Venue:** Confirm and finalize arrangements with identified venues to host the regular programs, ensuring they meet the needs for accessibility and comfort.
- 3. Trial Program:** Launch a short pilot program (approx 4 weeks) to test the concept, gather participant feedback, and measure impact. Refining curriculum based on feedback.
- 4. Launch Weekly Program:** Begin hosting a weekly program with the goal of maintaining consistent engagement and participation.
- 5. Expand Program Offerings:** Enhance the program by offering multiple programs simultaneously on different days of the week to reach more people.



#### SUCCESS METRICS:

- Achieve 70% attendance rate per session by the end of year one.
- Collect and analyze participant feedback with at least 90% satisfaction rate.
- Successfully launch at least one additional program by the end of year two.



## GOAL 5

### Research the Benefits of Drumming

#### RATIONALE:

Researching drumming's impact will validate its benefits, improve well-being through drum circle programs, and expand their reach to address social disconnection.

#### ACTION PLAN:

**1. Data Collection:** Collect participant feedback through surveys at various points throughout the program to assess the impact of drumming on well-being.

**2. Conduct Focus Groups:** Hold focus groups with participants to gather qualitative data on personal experiences and emotional impact.

**3. Partner with Experts:** Collaborate with healthcare professionals and researchers to analyze data and track health metrics like stress and mood changes.

**4. Share Findings:** Publish results through blogs, newsletters, and social media to highlight drumming's benefits.

**5. Enhance Programs:** Use research to improve drum circle programs and monitor participants' long-term well-being.



#### SUCCESS METRICS:

- Collect data from 75% of participants annually.
- Publish two research reports by 2025.
- Partner with one academic institution by 2026.
- Show a 20% boost in participant well-being through surveys.



## GOAL 6

### Host Annual Summer Fundraiser

#### RATIONALE:

Large annual fundraisers are proven to increase awareness, showcase offerings, and raise funds, ensuring ongoing support for our mission. They grow each year, strengthening relationships with donors and sponsors.

#### ACTION PLAN:

**1. Event Planning:** Organize and plan the annual summer drum circle, ensuring all logistics, including permits, vendors, and entertainment, are in place.

**2. Sponsorship Outreach:** Engage potential sponsors and community partners to secure support and promote their services during the event.

**3. Marketing Campaign:** Develop a comprehensive marketing plan to promote the event, targeting local audiences and encouraging participation.

**4. Volunteer Engagement:** Recruit and organize volunteers to assist with event day operations, ensuring smooth execution.



#### SUCCESS METRICS:

- Achieve a net revenue of \$5,000 or more from the event.
- Attract at least 200 participants to the fundraiser.
- Secure at least two local sponsors for the event.
- Increase participation in subsequent programs or events by at least 15% following the fundraiser.



## GOAL 7

### Launch Drum Circle Facilitator Training

#### RATIONALE:

A facilitator training program will allow the organization to host multiple events, engage more communities, and ensure long-term sustainability by mentoring new facilitators to lead programs.

#### ACTION PLAN:

**1. Program Leadership:** Hire a qualified program director to oversee the development, implementation, and ongoing management of the program.

**2. Design Curriculum:** Develop a comprehensive training plan, incorporating a mentorship component to ensure hands-on learning and guidance.

**3. Promote and Recruit:** Strategically advertise the program through multiple channels and select highly qualified applicants based on specific criteria.

**4. Launch and Improve:** Initiate the program, actively monitor its progress, and refine the curriculum and structure based on participant feedback and evaluation.



#### SUCCESS METRICS:

- Launch an initial training cohort by Q1 2026.
- Graduate at least 3 facilitators ready to host events after a 3-month practicum.
- Graduates facilitate at least 5 events within the first year after completing the program.
- Increase the number of communities served by trained facilitators by 15% each year.





## GOAL 8

### Initiate Planning for Drum Run Across Canada

#### RATIONALE:

Expanding drum circles nationally will connect communities, create networks, and support our mission to reduce isolation and promote well-being. Upcoming program data will shape this projects plan, boosting national impact.

#### ACTION PLAN:

- 1. Data Collection (2025-2026):** Collect data from local programs to assess success, participation, and scalability of such a project.
- 2. Project Plan:** Use collected data to create a detailed plan by December 2026, covering objectives, logistics, and budget.
- 3. Team Recruitment:** Hire key staff (project manager, logistics coordinator, marketing coordinator, and on-tour team) by Q1 2027.
- 4. Fundraising:** Develop a strategy to secure funding through grants, sponsorships, and donations.
- 5. National Awareness Campaign:** Launch a campaign via social media, PR, and partnerships to increase visibility.
- 6. Research Collaboration:** Partner with research institutions for data collection and credibility.
- 7. Project Flexibility:** Adjust timelines based on funding, interest, and research outcomes.



#### SUCCESS METRICS:

- Increase in participants with 80% reporting improved mood and well-being.
- Complete project plan by December 2026.
- Key staff in place by Q1 2027.
- Raise 70% of needed funds by project start, with commitments from sponsors.
- Secure 5+ media outlets and 5+ podcasts by Q3 2027, with increased engagement.
- Partner with an accredited institution to develop methodology of collecting data.



## CONCLUSION

The Rhythm of Life Society's 2025-2028 Strategic Plan provides a clear path to combat social isolation through music and drum circles. By focusing on priorities such as expanding our online presence, building a diverse Board of Directors, diversifying revenue, establishing sustainable programs, and researching the benefits of drumming, we are laying the foundation for long-term success and community impact.

With the support of our dedicated team, board, volunteers, and partners, we are committed to creating positive change. By securing stable funding, increasing public awareness, and refining our programs, we aim to expand our reach and make a lasting difference in the lives of those affected by isolation. Together, we will inspire wellness, break isolation, and create connected communities where rhythm plays a key role in enhancing well-being.

## CREDITS

**This Strategic Plan was developed by Rhythm of Life Society, with input from its:**

- Board of Directors
- Executive Leadership
- Volunteers
- Donors
- Participants

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**Social Media:**

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