



# 2025-2030 Secular Hub Strategic Plan

**Community \* Altruism \* Reason \* Education**

## Vision

A vibrant community where atheists, agnostics, humanists, and their families can meet, support each other, have fun, and explore ethics, science, and the human condition. We seek to establish a positive presence that contributes to the society at large.

## Mission

To support and build up the secular community by providing a physical space and a broad range of activities that encourage learning, critical thinking, advocacy, altruism, and social connection.

## Who We Are

Established in 2013 as a center for secular groups in the Denver Metro Area, the Secular Hub has since evolved into the largest, volunteer-run secular organization in Colorado. It is a friendly, welcoming space where non-believers find camaraderie, learn, and give back to the community. Secular Hub members organize educational events, social activities, and volunteer opportunities. The Secular Hub promotes the continued separation between religion and government.

Hub activities embody our values of community, altruism, reason, and education, including:

- Bringing in high-profile speakers such as Seth Andrews, Dan Barker, and Aron Ra
- Hosting local experts on topics such as evolutionary biology and Denver history
- Weekly Coffee and Community and monthly Pancake Breakfasts
- Hikes to places like Dinosaur Ridge and hosting get-togethers such as our annual picnic
- Weekly movie nights, monthly game nights, comedy nights, and music programs
- Community service such as street cleaning, food/clothing drives, and providing donation receptacles and helping with distribution
- Staffing outreach booths at community festivals and events
- Hosting Secular Scouts to provide a secular youth development program for our youngest members

**Secular Hub**, [www.secularhub.org](http://www.secularhub.org), [info@secularhub.org](mailto:info@secularhub.org)

Location: 254 N. Knox Court, Denver, CO 80219 Mailing: P.O. Box 2519, Denver, CO 80201



Secular Hub

## 2025-2030 Secular Hub Strategic Plan

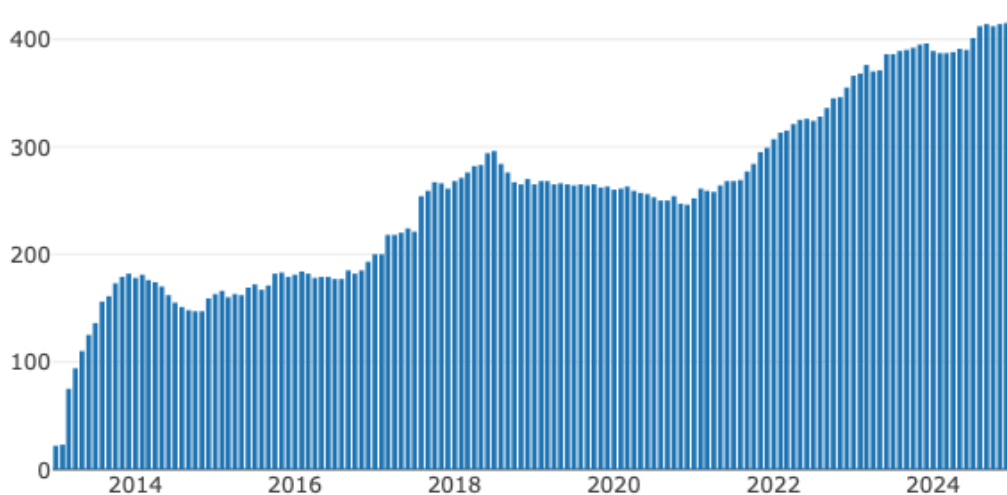
- Offering family and youth programming to support science education, altruism, and critical thinking, and to foster social community for secular youth
- Providing a supportive environment for marginalized secular communities (people of color, LGBTQ+, women, etc.)

The Hub also continues to build and unite the community of secular organizations across the Front Range through selective joint programming with partner groups and providing some use of its space to them for events and meetings.

### Membership

The Secular Hub has grown since its inception. As of January 2025, there were approximately 430 Secular Hub members. There are currently five membership levels with the highest being \$100/month. Members are committed and close friendships have developed.

Secular Hub Member Counts by Month



**Secular Hub**, [www.secularhub.org](http://www.secularhub.org), [info@secularhub.org](mailto:info@secularhub.org)

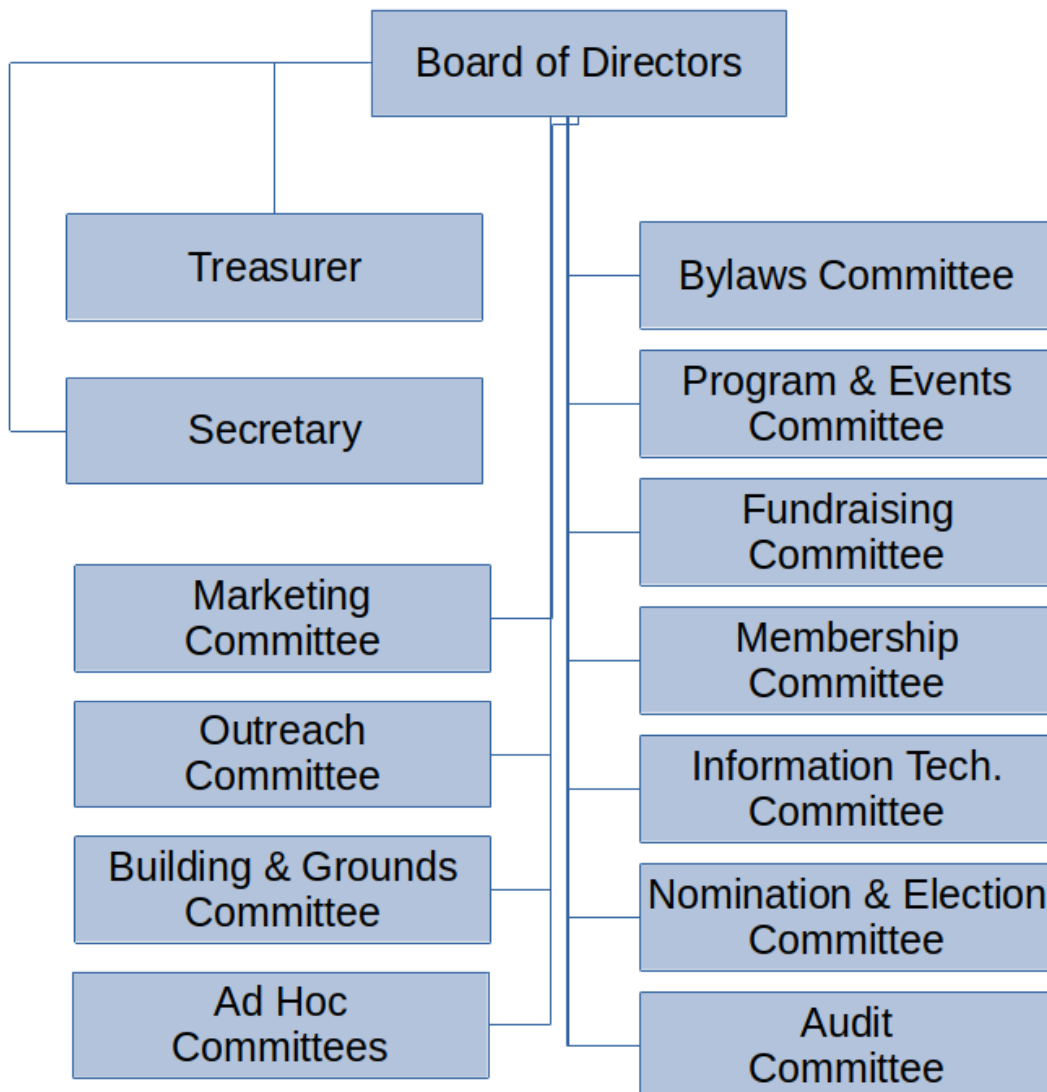
Location: 254 N. Knox Court, Denver, CO 80219 Mailing: P.O. Box 2519, Denver, CO 80201



# 2025-2030 Secular Hub Strategic Plan

## Structure

The Hub is governed by an elected board of seven members. Each board member is elected for a two-year term and can serve multiple terms if elected. The Hub is 100% volunteer-run and various committees help plan and execute events, outreach, and service. There are no paid staff, and the board reaches out to membership for assistance when specialized skills are needed.



**Secular Hub**, [www.secularhub.org](http://www.secularhub.org), [info@secularhub.org](mailto:info@secularhub.org)

Location: 254 N. Knox Court, Denver, CO 80219 Mailing: P.O. Box 2519, Denver, CO 80201



# 2025-2030 Secular Hub Strategic Plan

## Board of Directors

### Board Role

#### Mission

Set priorities and develop strategies to achieve them. Oversee program implementation and evaluate effectiveness by reviewing selected portions of the strategic plan at each board meeting. Ensure the necessary resources of leadership to implement the mission.

#### Financial

Take responsibility for the organization's financial integrity and accountability. Ensure the necessary resources or funds to implement the mission.

#### Legal

Perform duties in good faith and in compliance with legal and fiduciary obligations.

## Secular Hub 2025-2026 Board of Directors

### Officers

Chairperson	Barb Sannwald
Vice Chairperson	Monica Toole
Treasurer	Barb Sannwald
Secretary	Diana White

### At Large Directors

Becky Greben  
Pete Haines  
Dirk Huizenga

**Secular Hub**, [www.secularhub.org](http://www.secularhub.org), [info@secularhub.org](mailto:info@secularhub.org)  
Location: 254 N. Knox Court, Denver, CO 80219 Mailing: P.O. Box 2519, Denver, CO 80201



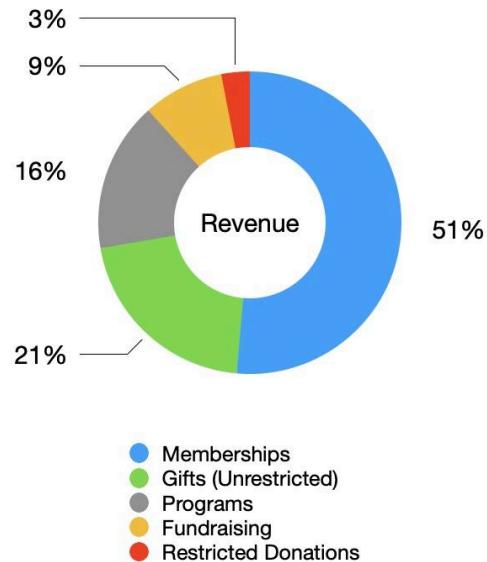
# 2025-2030 Secular Hub Strategic Plan

## Finances

Fiscal Year 2023-2024 was our third full year in the new building. This year had no extraordinary events in terms of revenue or expenses. Over the next year, more financial resources and fundraising efforts will be directed toward paying off the debt remaining from the building purchase.

### Fiscal Year 2023-2024 Operating Revenue and Expenses

Revenue	
Memberships	\$36,898
Gifts (Unrestricted)	\$15,022
Programs	\$11,500
Fundraising	\$6,215
Restricted Donations	\$2,177
<b>Total revenue</b>	<b>\$71,812</b>



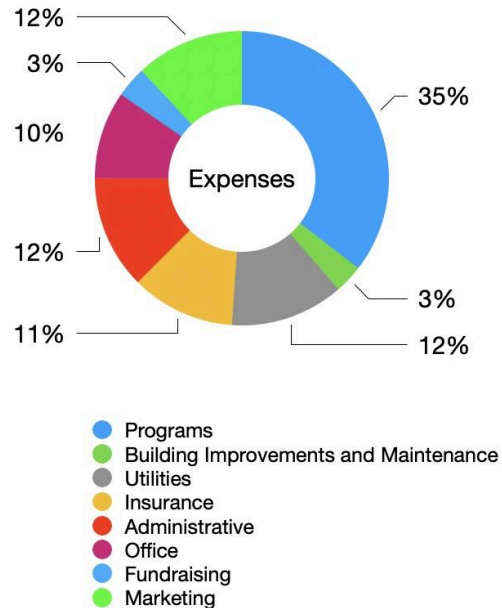
**Secular Hub**, [www.secularhub.org](http://www.secularhub.org), [info@secularhub.org](mailto:info@secularhub.org)

Location: 254 N. Knox Court, Denver, CO 80219 Mailing: P.O. Box 2519, Denver, CO 80201



# 2025-2030 Secular Hub Strategic Plan

Expenses	
Programs	\$14,831
Building Improvements and Maintenance	\$1,317
Utilities	\$5,220
Insurance	\$4,785
Administrative	\$5,227
Office	\$4,027
Fundraising	\$1,429
Marketing	\$5,000
<b>Total expenses</b>	<b>\$41,836</b>



## Strategic Goals

1. Acquire sufficient funds to fully pay debt on the Hub at Knox Court and afford relocation if necessary.
2. Grow the youth and family and 20/30s adult demographics in our membership; host more recurring events for both groups.
3. Expand and encourage Membership by Hub participants with the goal of increasing membership numbers by ten percent annually.
4. Hold a minimum of four different types of events each month that appeal to the varied interests of the greater secular community.
5. Recruit a volunteer coordinator to conceptualize and define volunteer opportunities and recruit volunteers.
6. Strengthen and maintain relationships with affiliates and expand cooperation with other secular groups for our mutual benefit.
7. Develop strong internal systems to support sustainable growth.

**Secular Hub**, [www.secularhub.org](http://www.secularhub.org), [info@secularhub.org](mailto:info@secularhub.org)

Location: 254 N. Knox Court, Denver, CO 80219 Mailing: P.O. Box 2519, Denver, CO 80201



# 2025-2030 Secular Hub Strategic Plan

**GOAL 1:** Acquire sufficient funds to fully pay debt on the Hub at Knox Court and afford relocation if necessary.

The hallmark of the Hub's mission – and existence – is to offer a brick-and-mortar community center where persons of all non-religious stripes can join other people for social connection and support. The Hub purchased a building for that purpose in 2021. During the next five years of ownership, it is expected that the Hub will invest annual net revenue toward two objectives: (1) full payment of our building debt, and, (2) securing a new physical location.

## Strategies

- Maintain a minimum reserve balance for one year's expenses, currently estimated to be \$20,000.
- Reinvest remaining excess revenue in the Building Fund, with reevaluation and adjustment at the end of each fiscal year.
- Create special use fundraising campaigns for desired improvements that exceed the capital improvement budget.
- Once debt is fully funded, fundraising campaigns shift to the new physical location fund.

**GOAL 2:** Grow the youth and family and 20/30s adult demographics in our membership; host more recurring events for both groups.

There is a growing number of members with families and we want to support them by creating more family-oriented programming.

## Strategies

- Recruit members to create and develop a youth and family programs committee.
- Recruit members to create and develop a 20/30s adults programs committee.
- Continue supporting the growth of our Secular Scouts troop under Hub sponsorship.
- Solicit input from members about family-oriented programs and get-togethers.
- Actively recruit Board members with young children and younger adults.
- Maintain a children's and teen-focused play area.
- Plan to have one family-focused event per quarter other than Family Movie Night and Secular Scouts, and a variety of 20/30s adult-focused events each quarter.

**Secular Hub**, [www.secularhub.org](http://www.secularhub.org), [info@secularhub.org](mailto:info@secularhub.org)

Location: 254 N. Knox Court, Denver, CO 80219 Mailing: P.O. Box 2519, Denver, CO 80201



Secular Hub

## 2025-2030 Secular Hub Strategic Plan

- Find new ways to incorporate youth into existing events/programs or by having an adult volunteer lead a youth activity during adult-oriented events.
- By the end of 2025, work toward a separate youth activity during every Coffee and Community (20 minute story time, other activity).
- Provide budget for younger adults programming.

**GOAL 3:** Expand and encourage Membership by Hub participants with the goal of increasing membership numbers by ten percent annually.

Membership numbers have increased steadily since the Hub relocated to its new space. Demographic studies show that Colorado has a large population of non-religious people. The Hub intends to take measures to ensure that non-religious people in the Denver area become aware of the Secular Hub.

### Strategies

- Recruit/Hire an individual to maintain media presence (Google Adwords, social media posts, website content updates).
- Complete marketing plan.
- Recruit a membership coordinator and/or committee.
- Retain 80% of members each year.
- Ensure that new people are welcomed at Coffee and Community and any major events/speakers.
- Deliver an announcement at Coffee and Community and major speaker or event that welcomes new people, provides Hub updates.
- Increase our traditional and social media footprint.
- Develop requirements for a redesigned secularhub.org website and implement them.
- Add more content to our YouTube channel.
- Improve follow-up on prospective members who attend events.
- Improve follow-up with past or lapsed members.
- Designate a member to consistently create content for/send newsletter to current, past, and prospective members.
- Periodically survey past members to better understand attrition.
- Seek out and be responsive to requests for interviews and articles.
- Recognize and celebrate volunteers and donors.

**Secular Hub**, [www.secularhub.org](http://www.secularhub.org), [info@secularhub.org](mailto:info@secularhub.org)

Location: 254 N. Knox Court, Denver, CO 80219 Mailing: P.O. Box 2519, Denver, CO 80201





Secular Hub

## 2025-2030 Secular Hub Strategic Plan

**GOAL 4:** Hold a minimum of four different types of events each month that appeal to the varied interests of the greater secular community.

The Hub seeks to appeal to the full spectrum of the local secular community by creating variety in its programming.

### Strategies

- To encourage members to share their talents/knowledge through events at the Hub, Events Coordinator will engage in informal outreach to membership for ideas to create new and varied events that appeal to the talents and interests of our membership.
- Maintain a coordinated internal planning calendar for events and meeting room reservations.
- Include at least four nationally recognized speaker events annually.
- Revise events instructional guide and make it easily accessible online and in print - AV equipment, setting up/opening, cleaning up/closing, etc.
- Expand community service initiatives.
- Livestream more events and post them for later viewing in order to engage people who are outside of our local area.
- Recruit and train event hosts.
- Designate a standing monthly event which allows members to share their skills/talents/knowledge.

**GOAL 5:** Recruit a volunteer coordinator to conceptualize and define volunteer opportunities and recruit volunteers.

Historically, the Board has been actively involved in recruiting and managing volunteers. As the organization grows, we would like to have this role assumed by a non-board member and transition to an organization where volunteer leaders are empowered to act autonomously with some support and oversight from the Board. This will help our members to become more engaged and involved in our community.

### Strategies

- Improve and better-execute internal processes.
- Expand/enhance participation from members to support various volunteer needs.
- Provide Board support to volunteers as needed and appropriate so they can be effective.
- Give volunteers autonomy with some oversight.
- Encourage volunteerism as a vital part of Hub operations and growth.

**Secular Hub**, [www.secularhub.org](http://www.secularhub.org), [info@secularhub.org](mailto:info@secularhub.org)

Location: 254 N. Knox Court, Denver, CO 80219 Mailing: P.O. Box 2519, Denver, CO 80201



# 2025-2030 Secular Hub Strategic Plan

- Recognize and celebrate volunteers.

## **GOAL 6: Strengthen and maintain relationships with affiliates and expand cooperation with other secular groups for our mutual benefit.**

In addition to its own programs and events, the Secular Hub collaborates with select other organizations and provides a location for their meetings and events. Affiliates or allied groups may be asked to contribute in some fashion for the use of the Secular Hub's building.

### **Strategies**

- Host a virtual or in-person Secular Summit annually to share advice and input from allied and affiliated groups with the goal of establishing more productive and active working relationships.
- Improve and expand cooperation with other secular groups, both in-house and external groups, for our mutual benefit.
- Have a flexible policy on fees or donations for use of the Hub by affiliated or allied groups.
- Continue cross-promotion opportunities when mutually beneficial to promote goodwill and more communication. Cross-promotion should be approached on a case-by-case basis to ensure benefit to and consistency with the mission of the Secular Hub.
- Develop a more active working relationship with national organizations such as American Humanist Association, American Atheists, Americans United for Separation of Church and State, Center for Inquiry, Secular Coalition for America, Secular Student Alliance.
- Include information regarding our affiliates and select community stakeholders on our website and request that they reciprocate for the Secular Hub when mutually beneficial. We recognize that other groups may have unique functions and goals which may help serve our members in specific ways.

## **GOAL 7: Develop strong internal systems to support sustainable growth.**

### **Strategies**

- Research and select a suitable CRM platform with self-service features in order to implement a fully integrated CRM system within two years.
- Ensure IT infrastructure is compliant with security standards and meets organization needs by conducting regular IT audits and security assessments.

**Secular Hub**, [www.secularhub.org](http://www.secularhub.org), [info@secularhub.org](mailto:info@secularhub.org)

Location: 254 N. Knox Court, Denver, CO 80219 Mailing: P.O. Box 2519, Denver, CO 80201



Secular Hub

## 2025-2030 Secular Hub Strategic Plan

- Provide broader access to digital programs and procedures to reduce bottlenecks and to mitigate against single points of failure.
- Provide training on cybersecurity best practices for staff and volunteers.
- Review and revise Bylaws and Policies to support our larger, more complex organization.
- Identify and organize existing policies and combine them with policy revisions to create a formal policy manual.

**Secular Hub**, [www.secularhub.org](http://www.secularhub.org), [info@secularhub.org](mailto:info@secularhub.org)

Location: 254 N. Knox Court, Denver, CO 80219 Mailing: P.O. Box 2519, Denver, CO 80201