## 2019 Strategic Plan

### Goal 1
Increase agency visibility in the community

**Objectives:**
- Communicate by building value, ensuring quality, and growing awareness in the communities the agency serves
- Continue to build brand through community contacts such as social media, television and print interviews, newsletters, press releases etc.
- Educate community about our programs through dissemination of information at Health Fairs, Community Events, Presentations and Outreach
- Efforts should focus on people who may need our services or may have a future need. Emphasis to attract more potential funders, sponsors and donors.

**Measurement**
- Increased views on Social Media pages
- Press releases and external newsletters at least quarterly
- Interviews on tv or radio at least 4x per year
- Participate in at least 6 Health Fairs or Community Events a year

### Goal 2
Create a culture of innovation within the agency

**Objectives:**
- Research current innovation and best practices surrounding our programs
- Implement best practices in the industry that are cutting edge and can be provided in the service area
- Provide staff with opportunities to learn and apply these best practices
- Continue to stay current in IT technology so that staff can be efficient and competent in this area, with training for staff to support this.
- Adopt a cutting edge management system within the agency

**Measurement**
- Dedicate staff time to research best practices for the agency
- Explore new product lines that fit within the agency mission that can be provided to the community
- Provide at least 6 trainings each year for staff to learn best practices
- Implement management system with both Executive Team and staff in the upcoming year

### Goal 3
Develop the most effective fundraising process for the organization

**Objectives:**
- Continue to develop relationships with other provider agencies, potential donors, sponsors to the agency
- Develop fundraisers for the agency that are unique and will generate additional revenue
- Explore opportunities for partnerships to increase funding
- Build relationships with local government and legislators
- Dedicate staff time to achieve this goal.
- Engage the Agency Board of Directors in the fundraising process

**Measurement**
- Connect with at least one new potential donor or sponsor per month
- Meet with at least one new public official each month, either by an invite to agency or outside meeting
- Explore at least two innovative or impactful fundraisers a year
- Expect Board members to contribute in some way for each of Agency events.
- Board members also provide at least one potential donor or sponsor per year for CEO follow up