

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