

Core Strategy 1: Community Engagement

Strategy 1A. Increase outreach to new and existing Businesses and Corporations in NWSRA footprint

Goal	Department	Point Person	Quarter Objective	Objective Completed
Build relationships with businesses and corporations within Hoffman Estates, Schaumburg, South Barrington, and Streamwood, communities for involvement in Moretti's and Bridges golf outings.	SLSF	Liz/Megan	Q1: Attend networking events Q2: Host chamber event Q3: Volunteer at chamber events Q4: Attend networking events	Q1: Attended 28 networking events Q2: Attended X networking events Q3: Q4:
Implement networking tracker to strategize relationships for involvement in SLSF events.	SLSF	Anne/Liz/Megan	Q1: Finalize Tracker Q2: Use tracker to strategize networking outcomes Q3: Continue use Q4: Continue use and evaluate to revise for 2024	Q1: Tracker finalized, team started to implement Q2: Team utilizing tracker to organize networking goals Q3: Q4:

Strategy 1B. Increase outreach to new and existing individual donors in NWSRA footprint

Goal	Department	Point Person	Quarter Objective	Objective Completed
Continue development of Event 10 program. Target individuals that only attend events to expand and diversify involvement.	SLSF	Liz/Megan	Q1: Review fashion show Q2: Review golf outings Q3: Review golf outings Q4: Review gala	Q1: Team met to determine event 10 for fashion show and will contact donors Q2: Team met for Palatine and Bridges Q3: Q4:
Identify fundraising efforts of the Booster Club and maximize revenue	SLSF/ Superintendent of Recreation	Liz/Rachel/Janae	Q1: Meet with booster to identify fundraisers Q2: Implement dine to donate and apparel stores Q3: Implement dine to donate and apparel stores Q4: Implement dine to donate and apparel stores	Q1: Booster fundraisers set for the year Q2: Had 2 Dine to Donate and 1 apparel store Q3: Q4:

Core Strategy 1: Community Engagement

Focus 1C. Identify collaborative opportunities with external organizations, corporations, groups and other entities

Goal	Department	Point Person	Quarter Objective	Objective Completed
Identify agencies, organizations, groups, and businesses that support community initiatives within the NWSRA footprint and coincide with SLSF events.	SLSF	Liz	Q1: Review social service group list for potential partnerships Q2: Contact at least 3 groups Q3: Research groups that villages run Q4: Use LinkedIn and Facebook accounts to contact organizations	Q1: Contacted all Social Service groups to present, contacted Kiwanis for partnership Q2: Contacted groups with previous no responses and added new groups. Q3: Q4:
Identify large companies and corporations in NWSRA's footprint that align with SLSF's efforts.	SLSF	Anne/Misty	Q1: Research Company Foundations in service area Q2: Identify that have similar values and opportunities Q3: Submit to at least 3 new company foundations Q4: Submit to at least 2 additional company foundations	Q1: 5 Company Foundations identified Q2: Submitted to North Shore Gas, Costco, Lab Corp, and Nicor Gas Q3: Q4:

* Goal Carried over from the 2022 Strategic Plan

Core Strategy 2: Marketing/Communication

Strategy 2A. Develop a marketing plan for each individual event				
Goal	Department	Point Person	Quarter Objective	Objective Completed
Develop collaboration between SLSF and marketing team	SLSF/Marketing	Anne/Tom	Q1: SLSF staff designs social media plan, marketing executes graphics Q2: Marketing team meet with SLSF team to discuss social and website analytics Q3: Look to hire marketing intern Q4: Set completion dates for 2024 event marketing materials to be complete in January	Q1: Marketing plans updated by SLSF Q2: Meeting scheduled, marketing intern hired Q3: Q4:
Develop a targeted marketing plan that identifies social media posts, electronic mail and other materials to be shared for each event	Marketing	SLSF/Tom/Erika	Q1: Develop Marketing plans Q2: Delegate tasks to marketing department - begin implementation Q3: Continue to use marketing plan Q4: Meet to evaluate	Q1: Marketing plans created for all events Q2: New plans in use, marketing team scheduling social media posts Q3: Q4:
Strategy 2B. Continue to develop Foundation Brand Identification				
Goal	Department	Point Person	Quarter Objective	Objective Completed
Incorporate Storytelling	SLSF/Marketing	SLSF/Tom/Erika	Q1: Event impact examples included in event marketing before and thank you's after Q2: Update event landing pages with where fundraising dollars go Q3: Continue for all Golf Outings Q4: Continue for Gala	Q1: Included in GMFS thank you Q2: Included in Palatine thank you, not added to event landing sites Q3: Q4:
Update materials	SLSF/Marketing	Anne/Tom	Q1: List what materials need to be updated Q2: Update business cards with QR codes to website Q3: Prepare draft of step brochure, order trustee name tags Q4: Finalize and print step brochure	Q1: Business cards, Name tags, step brochure Q2: New business cards designed and ordered Q3: Q4:

Core Strategy 2: Marketing/Communication

Strategy 2D. Begin SLSF's DEI journey and create a process				
Goal	Department	Point Person	Quarter Objective	Objective Completed
Increase involvement and research community groups that value diversity.	SLSF/Marketing	Anne/Tom/Erika	Q1: Establish connection with 2 diversity groups Q2: Attend diversity group meetings Q3: Compile data/value from meetings Q4: Pull diversity statements from groups	Q1: SBA diversity alliance, TBD Q2: Attended SBA diversity alliance, made connection with ISNS (Islamic Society of Northwest Suburbs) Q3: Q4:
Develop SLSF DEI statement and values	SLSF	Tracey/SLSF	Q1: Review NWSRA's diversity statement Q2: Begin DEI process with Tracey Crawford Q3: Continue DEI process Q4: Draft DEI Statement	Q1: Reviewed Q2: DEI meeting scheduled Q3: Q4:

* Goal Carried over from the 2022 Strategic Plan

Core Strategy 3: Improve Board Engagement

Strategy 3A. Direct specific asks to Board Members				
Goal	Department	Point Person	Quarter Objective	Objective Completed
Develop Board strengths and abilities to create individual board snapshots.	SLSF	Anne	Q1: Review past board strength analysis. Complete for new board members. Q2: Reach out to board members with specific tasks for one golf outing that appeals to their strengths. Q3: Specific asks for gala. Q4: Set individual meetings for January 2024	Q1: Analysis Completed based on giving style and contribution history. Q2: 11 board members participating in golf events Q3: Q4:
Have each board member engage in annual commitment.	SLSF	Anne	Q1: Send 2022 annual review and 2023 commitment. Q2: Reach out to all board members personally. Have majority of one-on-one meetings Q3: Finish one-on-one meetings Q4: Reach out to all board members personally about board activity.	Q1: Annual commitment sent Q2: Majority of meetings not held. Board members contacted to schedule meetings. Q3: Q4:
Strategy 3B. Ask Board to assist in marketing and outreach efforts				
Goal	Department	Point Person	Quarter Objective	Objective Completed
Turn board members into ambassadors.	SLSF	Anne/Tom	Q1: Educate board on "elevator pitch" for SLSF Q2: Include ambassador education topics in board updates Q3: Q4:	Q1: Not achieved in Q1 - will review at individual meetings Q2: Record keeping included in June Board Update Q3: Q4:
Create distinguished board member bios	SLSF	Anne/Tom	Q1: Identify distinguished board members and outline project Q2: Contact board members for headshot/info Q3: Start webpage build Q4: Page Complete	Q1: Complete Q2: Re-evaluating distinguished criteria. Compiling historical data to highlight past trustees. Q3: Q4:

* Goal Carried over from the 2022 Strategic Plan

Core Strategy 4: Enhance Fundraising Vehicles/Methods

Strategy 4A: Donor Cultivation				
Goal	Department	Point Person	Quarter Objective	Objective Completed
Obtain New Donors 5% * Any new revenue obtained from source that has not given in the past 2 years	SLSF	Anne/Liz/Megan	Q1: Obtain 5% new donors through fashion show Q2: 5% new donors in golf season Q3: 5% new donors in golf season Q4: Maintain 5% new donors year end	Q1: 47.73% of donors were new in the first quarter, Q2: As of the second quarter, 46.64% of donors were new in 2023. Q3: Q4:
Target established NWSRA families to support SLSF	SLSF	Megan/Liz	Q1: Define target group - 8+ years involvement Q2: Invite families to target events - personal and emails - include SLSF info in fall brochure Q3: Continue to invite families to target events Q4: Continue to invite families to target events - evaluate impact	Q1: Targeting established NWSRA families in Wheeling for Accessible Greenhouse appeal Q2: SLSF page in fall brochure, NWSRA families that live in event cities were added to event mailings, pulling a list of NW families 7 years or more to make sure they are on a mailing list Q3: Q4:

Core Strategy 4: Enhance Fundraising Vehicles/Methods

Strategy 4B: Optimize existing fundraisers to increase revenue				
Goal	Department	Point Person	Quarter Objective	Objective Completed
Develop multi-channel campaign to increase event attendees	SLSF	Anne/Tom/Megan	Q1: Review the email list for non-attendees, add non-attendees to outlook invite for next similar event. Non-attendee specific save the date email. Q2: Implement email campaign Q3: Continue to invite Q4: Evaluate	Q1: Reviewing email campaign to implement for after the Bridges outing. Q2: Non attendees from Bridges and Palatine were added to the BG email list Q3: Q4:
Analyze virtual campaigns to maximize revenue and exposure	SLSF	Anne/Liz	Q1: Review marketing campaigns to extend timeline and increase exposure. Q2: Brainstorm collaborators for virtual events Q3: Implement any collaborations for 2023 - planning for 2024 Q4: Start marketing campaigns for all virtual events	Q1: All timelines extended Q2: Plan to share virtual campaign information with companies who volunteer Q3: Q4:
Develop recurring donation platform and implement for Holiday Appeal	SLSF	Tom/Anne	Q1: Research new donation platforms Q2: Work with marketing to add to slsf.me Q3: Craft holiday appeal with link to platform - direct to recurring Q4: Implement with holiday appeal - roll out on Giving Tuesday	Q1: GiveSmart donation platform created and added to slsf.me Q2: Givesmart donation platform being used for Spring Appeal Q3: Q4:
Strategy 4C: Create additional revenue opportunities				
Goal	Department	Point Person	Quarter Objective	Objective Completed
Increase payroll deductions as a donation mechanism through companies, coporations, and organizations.	SLSF	Anne/Liz	Q1: Meet with UPS, compile list of companies that do payroll deductions Q2: Reach out to companies to be added to payroll deduction list Q3: Reach out to companies to be added to payroll deduction list Q4: Compile list of companies that offer payroll deduction to SLSF	Q1: Applied to 3 companies for payroll deduction Q2: Accepted to Comcast, meeting with Fronstream to discuss maximizing payroll deductions Q3: Q4:

Core Strategy 4: Enhance Fundraising Vehicles/Methods

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