

Core Strategy 1: Community Engagement

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

Goal	Department	Point Person	Objective Completed
Build relationships with businesses and corporations within Hoffman Estates community and surrounding area to support new NWSRA programming space.	SLSF	Liz	<p>Q1: Initial list and contacts started 3/22/21</p> <p>Q2: Followed up with a second contact. Attending Hoffman Chamber events to connect with those contacts.</p> <p>Q3: Created new letter for HE businesses, volunteered at HE Chamber golf outing</p> <p>Q4: Attended multiple HE chamber events, created 2022 Bridges Golf outing event and asked for committee members.</p>
Utilize existing business relations to implement a Corporate Challenge-type fundraising event	SLSF	Liz	<p>Q1: As soon as companies let us come in to their buildings goals are: Weber, Zurich, Mitsubishi, UPS, S&S, Lavelle Law.</p> <p>Q2: Businesses are identified but on hold as many of them are still working from home.</p> <p>Q3: Starting to brainstorm the possibility of virtual options.</p> <p>Q4: Companies seem to want in person when the time is right. Move to 2022</p>

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

Goal	Department	Point Person	Objective Completed
Development of Event 10 program	SLSF	Liz/Megan	<p>Q1: 3.22.2021 - Pulling and planning from GMFS</p> <p>Q2: Completed for GMFS and Palatine.</p> <p>Q3: Completed for Moretti's, BG, Arlington and Women's</p> <p>Q4: Created for Gala and all events to follow for 2022.</p>

Core Strategy 1: Community Engagement

<p>Superintendent of Development to examine database of existing donors</p>	<p>SLSF</p>	<p>Cathy/Anne</p>	<p>Q1: List is being created. Next step is to segment donors into "giving" preferences relating to the Five SLSF pillars. Q2: Started initial contact with donors regarding their giving preference and how they can continue to help SLSF's mission. Q3: Continuing to contact donors. Q4: Design a poll to send to all donors to identify which of the 5 pillars they are most interested in supporting.</p>
<p>Target PURSUIT, Inclusion families, STAR Academy families, Snoezelen Sensory Room, Day Camp families</p>	<p>SLSF/NWSRA Management Team</p>	<p>Liz</p>	<p>Q1: Flower Power targeted PURSUIT and Garden group; Targeted Inclusion and athletes families from Palatine for Palatine Hills Golf committee members; Targeting Day Camp for GMFS models and committee members Q2: Added Richard and Violeta Howard (PURSUIT parents) to Gala Committee, Jeff Bedy (PURSUIT staff) to Palatine Hills Committee and Mike McArthy (NWSRA coach) to Palatine Hills Committee. Q3: Popcorn will be a PURSUIT competition, making sure all areas have a wish list section for Gala, Holiday Appeal hoping to focus on all the pillars. Q4: Holiday appeal focuses on all pillars, adding a fun pasta competition with Day camp for summer of 2022.</p>

Core Strategy 1: Community Engagement

Strategy 1C. Strengthen relationship with Booster Club to engage new families			
Goal	Department	Point Person	Objective Completed
<p>Increase communication with Booster Club to align their goals with the overall direction of SLSF fundraising efforts</p>	<p>SLSF/Mgr. of Special Recreation (Athletics), Superintendent of Recreation</p>	<p>Liz, Manny, Rachel</p>	<p>Q1: Booster club has been meeting and sharing minutes, outlined fundraisers for the year. Q2: Liz is now the SLSF/NWSRA representative for Booster working with the President of the Booster Club. New information has been sent to the President: flyer, a template for email updates, a template for meetings, and a template for minutes to assist with effectiveness and efficiency of information shared. Q3: Booster has not been meeting, down to only 3 people on it. Looking at revamp for next year Q4: Created a revamp for 2022 to discuss at SLSF Retreat.</p>
<p>Identify fundraising efforts of the Booster Club and maximize revenue</p>	<p>SLSF/Mgr. of Special Recreation (Athletics), Superintendent of Recreation</p>	<p>Liz, Manny, Rachel</p>	<p>Q1: Fundraisers outlined for the year. March 25 is Portillo's Dine and Donate. Q2: Continuing to connect with Booster on 2021 ideas. Q3: Looking at end of year options for fundraising opportunities. Q4: Revamp highlights specific yearly events moving forward.</p>
Focus 1D. Identify collaborative opportunities with external organizations, corporations, groups and other entities			
Goal	Department	Point Person	Objective Completed

Core Strategy 1: Community Engagement

<p>Identify agencies, organizations, groups, corporations, and businesses that align with SLSF efforts</p>	<p style="text-align: center;">SLSF</p>	<p style="text-align: center;">Cathy/Anne</p>	<p>Q1: Tracker was created with all civic organizations and team is beginning to schedule presentations. See tracker.</p> <p>Q2: SLSF has attended numerous networking events where new relationships are being cultivated within the businesses and community.</p> <p>Q3: SLSF has been strategizing ways to maximize their visibility within the community.</p> <p>Q4: SLSF maximizing visibility by dividing staff throughout the NWSRA service area and exploring new networking events.</p>
<p>Identify agencies, organizations, groups, corporations, and businesses that support community initiatives within the NWSRA footprint</p>	<p style="text-align: center;">SLSF</p>	<p style="text-align: center;">Cathy/Anne</p>	<p>Q1: Team has created a tracker and has begun introducing SLSF/NWSRA with outside business and agencies. 3/24/2021 - Discussion has begun with Top Golf in Schaumburg .</p> <p>Q2: Collaborate with Wyatt's Dog Company on fundraising efforts during the month of April. Begin discussions with the Metropolis Performing Arts Centre for a collaborative fundraiser.</p> <p>Q3: Fundraiser identified with Kilwins, Metropolis fundraiser set for April 2022. Top Golf is set for March 2022.</p> <p>Q4: Discussing collaboration opportunities with United Palatine Coalition</p>

Goal Carried over from the 2018-2020 Strategic Plan

Core Strategy 2: Marketing/Communication

Strategy 2A. Create a Marketing Plan for each individual event

Goal	Department	Point Person	Objective Completed
Develop a marketing plan that identifies social media posts, electronic mail and other materials to be shared for each event	Marketing	Brian/Maria/Erika/Tom	<p>Q1: Marketing plan created for Gold Medal Fashion Show, Flower Power fundraiser, Wyatt's Dog Company, Palatine Hills Golf Outing, Buffalo Grove Golf Outing, Moretti's/NWSRA Golf Outing, Arlington Classic Golf Outing and Women's Golf Outing.</p> <p>Q2: Marketing plan created for the SLSF 40th Anniversary Celebration.</p> <p>Q3: Marketing plan created for Celebrate Ability Gala. Implemented #SLSF 40 photo contest on Facebook through various SLSF events. Photo that receives the most likes at the end of the year wins a free foursome at a 2022 SLSF event. Winner to be announced at SLSF Holiday Luncheon.</p> <p>Q4: Developing plan to implement email invitations for all events in 2022</p>

Strategy 2B. Utilize target marketing to reach specific groups

Goal	Department	Point Person	Objective Completed
Develop message, content and materials that reach the groups being targeted	SLSF/Marketing	Brian/Maria/Tom/Erika	Average post reach on Facebook- over 4,000/month, post impressions on Instagram- over 400/month, post impressions on Linked in- over 500/month. Instagram followers have increased by 8.2% and LinkedIn followers have increased by 14.8% since January 2021.

Core Strategy 2: Marketing/Communication

Include stories on the impact that donations make (from past donors)	SLSF/Marketing	Brian/Maria/Erika/Tom	<p>Q1: Sent Gold Medal Fashion Show thank you in March with quotes from attendees.</p> <p>Q2: Incorporated impact stories and quotes into the 40th anniversary marketing plan.</p> <p>Q3: Interviewed past donors, videos to be included in Celebrate Ability Gala presentations</p> <p>Q4: Quotations on donation impact included in Holiday Appeal letter for all 5 pillars. Updating civic presentation to include impact stories.</p>
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Strategy 2C. Continue to develop brand identification for each event

Goal	Department	Point Person	Objective Completed
Ensure that individual brand identification ties in with overall SLSF event	SLSF/Marketing	Brian/Maria/Tom/Erika	<p>Q1 - Q3: Event materials created with SLSF 40th Anniversary logo, digital materials including website, Constant Contact, and all social media platforms updated to ensure SLSF branding, and creating individual event brand identity across all marketing and social media materials.</p> <p>Q4: Marketing materials being redesigned for 2022 to be individual for each event, yet follow the same formula for cohesion.</p>

Strategy 2D. Develop 40th Anniversary Campaign

Goal	Department	Point Person	Objective Completed
Incorporate 40th Anniversary message into SLSF logo and event materials	SLSF/Marketing	Brian/Maria/Erika/Tom	SLSF 40th Anniversary logo updated on all event materials, website, and other digital platforms throughout 2021.

Core Strategy 2: Marketing/Communication

<p>Look at ways to incorporate the number “40” in 2021 marketing materials</p>	<p>SLSF/Marketing</p>	<p>Cathy/Brian/Maria/Tom/Erika /Anne</p>	<p>Q1: SLSF 40th Anniversary logo updated on all event materials, website, and other digital platforms. Q2: SLSF 40th Anniversary Tool Kit created online, developed 40th anniversary photo contest, and created 40th anniversary focused marketing materials. Q3: 40th anniversary photo contest continued, posts on social media included 40th anniversary information and logo Q4: 40th anniversary photo contest winners and anniversary video featured at Holiday Luncheon.</p>
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Goal Carried over from the 2018-2020 Strategic Plan

Core Strategy 3: Improve Board Engagement

Strategy 3A. Direct specific asks to Board Members			
Goal	Department	Point Person	Objective Completed
Identify the specific areas of need, communicate the need, and provide clear deadline for when funds are needed	SLSF	Cathy/Anne	<p>Q1: Emailed board with information regarding GMFS, FlowerPower Fundraiser, Wyatt's Fundraiser, High 5 Campagin</p> <p>Q2: Monthly updates detailing the events that are happening but also the need for financial assistance with the Voegeli House and additional volunteer needs for Ride for Austism Speaks.</p> <p>Q3: Emailed board about the Gala bucket of cheer and silent auction.</p> <p>Q4: Included information for Kilwin's Fundraiser and Double Good Popcorn Fundraiser in Constant Contact for Board to participate.</p>
Follow up with each Board Member to ensure that their individual Board commitment is met throughout the year	SLSF	Cathy/Anne	<p>Q1: Currently in process of scheduling board members one on one meetings. Emailed Board Commitment form to all board members.</p> <p>Q2: Attended 3 individual board member meetings and have 4 scheduled for the summer.</p> <p>Q3: Continued to reach out to Board Members for their committment.</p> <p>Q4: Individual board member meetings will begin to be scheduled in January to review individual goals/commitment.</p>
In recognition of 40th Anniversary, encourage Board Members to bring 40 new names of potential donors/participants/sponsors /supporters	SLSF	Cathy/Anne	<p>Q1: Started in Q2.</p> <p>Q2: Board Members have begun sharing, commenting and liking SLSF social media posts increasing the foundations awareness. Board members have invited new donors and community business members to the Palatine Golf Outing.</p> <p>Q3: Board members attended and brought guests to the Arlington Outing.</p> <p>Q4: Board members contributed potential grant and sponsorship opportunities.</p>

Core Strategy 3: Improve Board Engagement

Strategy 3B. Ask Board to assist in marketing and outreach efforts

Goal	Department	Point Person	Objective Completed
Prepare any ideas for Board Member sharing of information with instructions on how to share information	SLSF/ Marketing	Cathy/Brian/ Anne/Tom	<p>Q1: Started in Q2.</p> <p>Q2: Created the What's New With SLSF Flyer for board members to share.</p> <p>Q3: Monthly SLSF Updates included an Education Corner for Board Members to learn more about donor development strategies and tactics</p> <p>Q4: Outlining and strategizing plan for 2022 board contact.</p>
Provide more information to Board Members on upcoming endeavors.	SLSF	Cathy/Brian/ Anne/Tom	<p>Q1: E-mail updates shared with Board on upcoming fundraising opportunities</p> <p>Q2: Sent monthly SLSF Updates regarding the "Happenings" at NWSRA and SLSF. Created a What's New with SLSF Infographic for board members to share with others.</p> <p>Q3: Sent monthly SLSF Updates with information regarding upcoming events/promotions</p> <p>Q4: Included current SLSF events and updates with board report constant contact</p>

Strategy 3C: Identify ways to engage the Board into the 40th Anniversary celebration

Goal	Department	Point Person	Objective Completed
Brainstorm ideas for engaging in the 40th anniversary celebration	SLSF	Tracey/Cathy/ Anne	<p>Q1: In process of creating 40 Ways to Give flyer</p> <p>Q2: Every Friday, SLSF is posting about the 40th Anniversary on social media encouraging the members to share, like or comment.</p> <p>Q3: Consistent 40 year branded social media posts, reviewing emphasized interest with marketing team</p> <p>Q4: Created 40th anniversary video for Gala and kept community engaged with photo contest.</p>

Core Strategy 4: Enhance Fundraising Vehicles/Methods

Strategy 4A. Diversify Event Offerings: Develop opportunities for new virtual and collaborative events while ensuring maximization of revenue streams through pre-existing collaborative events

Goal	Department	Point Person	Objective Completed
Develop opportunities for new virtual events	SLSF	Liz/Megan	Q1: 3.14.2021 - Virtual Gold Medal Fashion Show. Q2: Started planning virtual hybrid Gala. Q3: Started planning virtual hybrid 2022 Gold Medal Fashion Show. Q4: Holiday luncheon and Celebrate Ability Gala hosted as hybrid events.
Investigate collaborative event opportunities	SLSF	Liz/Megan	Q1: Discussions for collaboration with Ride for Autism Speaks event for Fall 2021 Q2: Discussions with Arlington Heights Lions Club, Metropolis Performing Arts Centre and Top Golf Q3: Metropolis Performing Arts Centre set for April 2022 and Kilwins set for November. Top Golf event is set for March 2022 but is not a collaborative event. Q4: Kilwins Nov. and Dec. and Bridges of Poplar Creek is set for 2022.
Implement current In Person events	SLSF	Liz/Megan	Q1: Planning for golf outings Q2: Palatine outing completed. Q3: BG, Moretti's, Women's and Arlington completed Q4: Gala completed.

Strategy 4B: Build Major Gifts Program: Devote more time to personal cultivation of potential major donors, creating a robust moves management system, and updating donor messaging to be more personal and donor-centric, rather than transactional and organization-centric.

Goal	Department	Point Person	Objective Completed
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Core Strategy 4: Enhance Fundraising Vehicles/Methods

<p>Develop relationships with existing donors to increase their donation levels</p>	<p>SLSF</p>	<p>Cathy/Anne/Liz</p>	<p>Q1: Creating list and will begin implementing plan in April. Q2: Segmented Spring Annual Appeal mailing list to past supports resulting in a 12% ROI rate. Personal contact with donors, committee members and volunteers discussing how they are making a difference in their community and providing them additional opportunities to get involved in the 40th Anniversary. Q3: Dropped all event plaques off in person and places were super appreciative. New ideas for 2022 following this idea. Q4: Redesigned sponsorship general and transportation opportunities. Looking to do a full revamp for 2022 sponsorships.</p>
<p>Research and investigate new donors through various search engines, databases, Board Member contacts and existing relationships</p>	<p>SLSF</p>	<p>Cathy/Anne</p>	<p>Q1: Collaborating with NWSRA staff for new committee members, donors and event attendees. Q2: Secured new caddies and golf attendees from networking and talking with current sponsors and donors at events. Q3: Active involvement in chamber outings has brought in multiple faces. Q4: Attending recurring chamber events to build relationships for potential new donors.</p>
<p>Develop the "Did You Know" campaign to increase communication among individuals identified within the Event 10 program and Database 10 program</p>	<p>SLSF</p>	<p>Cathy/Anne</p>	<p>Q1: Initial outline completed. Q2: Staff are starting the conversation with identified donors regarding attending additional events, increasing donation levels and providing ways to get involved in NWSRA and SLSF activities. Q3: Did you know flyer is completed. Q4: Did you know flyer to be distributed in January 2022 to all civic groups and NWSRA families.</p>

Strategy 3C: 3. Target donors through current direct mail (annual appeal) program: Bring program in line with industry standards, and experimenting with strategic prospect mailing to acquire new donors.

Goal	Department	Point Person	Objective Completed
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Core Strategy 4: Enhance Fundraising Vehicles/Methods

Design unique pieces that attract attention and get to the point.	SLSF/Marketing	Cathy/Brian/Maria/Anne/Tom/Erika	<p>Q1: Drafted "Did You Know" electronic piece, SLSF event materials, Flower Power, Wyatt's Dog Company pieces</p> <p>Q2: Created specific branding for the different events and campaigns through social media and updated Kevin's Club Flyer.</p> <p>Q3: Designed Golf Outing, Celebrate Ability and GMFS invitations and pieces</p> <p>Q4: Redesigning golf marketing pieces, new website pages, and SLSF/NWSRA presentation.</p>
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Strategy 4D: 4. Create a planned giving program: Alert parents, grandparents, volunteers, and donors to the possibility of including SLSF in their legacy plans, while recognizing those that have already done so.

Goal	Department	Point Person	Objective Completed
Identify ways to enhance Planned Giving program	SLSF	Cathy/Anne	<p>Q1: Attended webinars regarding new trends in Planned Giving</p> <p>Q2: Continue to research the correct language for SLSF to use for Planned Giving.</p> <p>Q3: Once the "In memory page" is up and running then the planned giving will tie into it.</p> <p>Q4: Waiting on website completion.</p>
Create "In Memory Of" donations program	SLSF/Marketing	Liz/Brian/Tom	<p>Q1: Initial outline completed</p> <p>Q2: Outline in second stages with web design</p> <p>Q3: Outline in third stages with web design</p> <p>Q4: Waiting on website completion, developing marketing plan with digital forms.</p>

Goal Carried over from the 2018-2020 Strategic Plan