

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 community and surrounding area to support new NWSRA programming space.	SLSF	Liz	Q1: Attend 2 HE chamber events Q2: Volunteer at 2 HE events Q3: Attend 2 HE Chamber events Q4: Attend 2 HE chamber events	Q1: Luncheon (1/13), Awards (1/20), Wednesday event(1/26), Mayor's Update (2/22), Wednesday event (2/16), Multi Chamber (3/1)

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. Develop the "Did You Know" campaign to increase communication among individuals identified within the Event 10 program and Database 10 program	SLSF	Liz/Megan	Q1: Develop marketing materials for "Did You Know" Campaign. Q2: Contact all event 10 from 2021 Q3: Start to create 2022 event 10 Q4: Finalize 2022 event 10	Q1: Completed Did You Know flyer and sent to all civic groups
Superintendent of Development to examine database of existing donors	SLSF	Anne	Q1: Review donors from 2016-2021 Q2: Review donors from 2010-2015 Q3: Organize into categories Q4: Add to database for reporting	Q1: Donor Categories chosen: will segment donors into giving preference based on 5 pillars. Reviewing donors 2016-2021.
Target PURSUIT, Inclusion families, STAR Academy families, Snoezelen Sensory Room, Day Camp families	SLSF/NWSRA Management Team	Liz	Q1: Choose groups to target for 2022 misc. fundraisers Q2: Work with day camp for pasta Q3: Target inclusion and programs for end of year quotes Q4: Work with PURSUIT for popcorn	Q1: Sent memo to TC about new ideas. Added sockathon (inclusion) and steps for success (PURSUIT)

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Strategy 1C. Strengthen relationship with Booster Club to engage new families

Goal	Department	Point Person	Quarter Objective	Objective Completed
Redevelop Booster Club to align their goals with the overall direction of SLSF fundraising efforts	SLSF/ Superintendent of Recreation	Liz/Rachel	Q1: Communicate new plan to all families Q2: Start contact with all Athletes families Q3: Develop relationships with families Q4: Request feedback for 2023	Q1: Held meeting with Laurel (2/2). First newsletter went out.
Identify fundraising efforts of the Booster Club and maximize revenue	SLSF/ Superintendent of Recreation	Liz/Rachel	Q1: Create calendar of events Q2: Dine to Donate and Store Q3: Dine to Donate and Store Q4: Look at 2023 ideas	Q1: Calendar of events created.

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

Goal	Department	Point Person	Quarter Objective	Objective Completed
Identify large companies and corporations that align with SLSF efforts.	SLSF	Anne	Q1: Create list of large corporations surrounding each programming site. Q2: Research company values and make list of those that align. Q3: Research grant opportunities from companies with aligned values, target 10 companies for payroll deductions/volunteering Q4: Assign projects to grant opportunities.	Q1: 22 Companies added to list

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Identify agencies, organizations, groups, and businesses that support community initiatives within the NWSRA footprint	SLSF	Liz	Q1: Update list of organizations surrounding each programming site. Q2: Research company values and make list of those that align. Q3: Target aligned organization for sponsorship, donation, and volunteer opportunities Q4: Adjust marketing based on feedback and expand targeted list.	Q1: Updated tracker with 500 companies. Entered all local chamber listings.
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Focus 1E. Identify collaborative opportunities with external organizations, corporations, groups and other entities

Goal	Department	Point Person	Quarter Objective	Objective Completed
Expand relationships with organizations and groups within the NWSRA footprint who have a special interest in Diversity, Equity, and Inclusion.	SLSF	Anne/Liz	Q1: Identify 5 entities near each of the 6 programming sites. Q2: Strategize partnerships, which groups to reach out to. Q3: Set meetings with at least 3 groups. Q4: Incorporate ideas from meetings into events and marketing.	Q1: Palatine Collition, Hanover Park Diversity, Palatine Library, Buffalo Grove PRIDE. Had meeting with Hispanic Chamber.

Goal Carried over from the 2021 Strategic Plan

Core Strategy 2: Marketing/Communication

Strategy 2A. Create a Marketing Plan for each individual event				
Goal	Department	Point Person	Quarter Objective	Objective Completed
Develop a marketing plan that identifies social media posts, electronic mail and other materials to be shared for each event	Marketing	Tom/Erika	Q1: Develop marketing plan template for all events. Q2: Fill marketing plan templates for each event - have marketing strategy meeting for each event. Q3: Execute and streamline marketing timelines. Q4: Review 2022 marketing strategy results, prep for 2023.	Q1: Completed marketing plan templates for all events.
Strategy 2B. Utilize target marketing to reach specific groups				
Goal	Department	Point Person	Quarter Objective	Objective Completed
Develop target market groups and develop materials.	SLSF/Marketing	Tom/Erika	Q1: Define and identify target market groups. Q2: Plan strategy for delivering targeted materials. Q3: Develop targeted materials for all groups. Q4: Implement targeted marketing.	Q1: Market Groups identified
Include stories on the impact that donations make (from past donors)	SLSF/Marketing	Tom/Erika	Ongoing - collect quotes, photos, and videos of impact Q1: Include event follow up with photos and amount raised after events. Q2: Outline follow up to donors about impact donation made. Q3: Q4:	Q1: GMFS follow up posted to social media and emailed to attendees
Strategy 2C. Continue to develop brand identification for each event				
Goal	Department	Point Person	Quarter Objective	Objective Completed
Ensure that individual brand identification ties in with overall SLSF event	SLSF/Marketing	Tom/Erika	Q1: Establish individual brand for each event with marketing color scheme. Q2: Create website pages for each event with details. Q3: Execute new materials in marketing plan. Q4: Tie in event brands with sponsorship experience.	Q1: Redesigned event materials with matching color schemes across each event.
Develop closing materials showing impact.	SLSF/Marketing	Tom/Erika	Q1: Schedule film times to capture impact of donations at programming sites. Add impact stories to event timelines. Q2: Implement after events. Q3: Implement after events Q4: Implement after events and analyze results.	Q1: Filmed at Rolling Meadows sensory room, Broadway Buddies, Basketball Skills, and Spring Break Camps

Core Strategy 2: Marketing/Communication

Strategy 2D. Develop a diversity statement that addresses diversity, equity, and inclusion

Goal	Department	Point Person	Quarter Objective	Objective Completed
Develop a diversity, equity, and inclusion statement.	SLSF/Marketing	Anne/Tom/Erika	Q1: Research established DEI statements and create outline. Q2: Review outline, edit based on what is important to NWSRA/SLSF community. Q3: Final draft, present to the board for edits. Q4: Approved DEI statement plan for adding to marketing and implementation.	Q1: Outline for DEI statement structure complete based on DEI statement research.

Goal Carried over from the 2021 Strategic Plan

Core Strategy 3: Improve Board Engagement

Strategy 3A. Direct specific asks to Board Members				
Goal	Department	Point Person	Quarter Objective	Objective Completed
Identify the specific areas of need, communicate the need, and provide clear deadline for when funds are needed	SLSF	Anne	Q1: Send update email to board about how to contribute to Q1 events. Q2: Send monthly email to board about how to contribute to Q2 events. Q3: Send monthly email to board about how to contribute to Q3 events. Q4: Send monthly email to board about how to contribute to Q4 events.	Q1: Adjusted board email schedule to work with Impact Newsletter schedule. Board update email highlighting events and opportunities sent in February.
Follow up with each Board Member to ensure that their individual Board commitment is met throughout the year	SLSF	Anne	Q1: Send previous year contributions and ask what they would like to help with in 2022. Schedule one-on-one meetings. Q2: Reach out to meet with board members who did have one on ones in Q1. Q3: Reach out to board members individually to foster engagement and revisit goals. Q4: Follow up regarding annual commitment, give opportunity to brainstorm increasing fundraising	Q1. 2021 Contributions sent and collecting 2022 commitment letters. Holding meetings with individual board members.

Core Strategy 3: Improve Board Engagement

Strategy 3B. Ask Board to assist in marketing and outreach efforts				
Goal	Department	Point Person	Quarter Objective	Objective Completed
Revamp Board Ambassador Program and Materials.	SLSF/ Marketing	Anne/Tom	Q1: Review current ambassador program and materials. Q2: Update Board Ambassador materials and website Q3: Update the board on director's site and material updates. Q4: Update materials for 2023 - be ready to implement.	Q1: Review current ambassador program and materials. Outlining print and digital options.
Provide more information to Board Members on upcoming endeavors.	SLSF	Anne/Tom	Q1: Send update email with event information. Q2: Highlight new upcoming events at board meeting. Q3: Contact board members about volunteer opportunities. Q4: Provide information on event wrap ups in board correspondence.	Q1. Board update email sent including all upcoming events, preparation, and how to get involved or promote.
Strategy 3C: Diversity, Equity, and Inclusion in the Board				
Goal	Department	Point Person	Quarter Objective	Objective Completed
Board member recruiting through a diversity, equity, and inclusion lense.	SLSF	Tracey/Anne	Q1: Research and development of DEI statement. Q2: Increased involvement in DEI oriented groups. Q3: Continued participation in DEI groups. Q4: Identiy 3-5 individuals to target for involvement (internal and external).	Q1. Attending diversity committee meetings in professional and community organizations. Researching large foundation DEI statements.

Goal Carried over from the 2021 Strategic Plan

Core Strategy 4: Enhance Fundraising Vehicles/Methods

Strategy 4A: 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	Quarter Objective	Objective Completed
Develop relationships with existing donors to increase their donation levels.	SLSF	Anne/Liz	Q1: Create sponsorship experience Q2: Research major gifts programs Q3: Target donors to spend time with them Q4: Request feedback on the experience	Q1: Waiting on Marketing
Research and investigate new donors through various search engines, databases, Board Member contacts and existing relationships.	SLSF	Anne	Q1: Use newspaper to collect new ideas Q2: Update tracker from new chamber books Q3: Follow local social media groups for ideas Q4: Review tracker for 2023 moving some to inactive and gathering more from google maps	Q1: Collected new names in board member meetings, newspaper, and chamber events. Researched national donors through larger search engines.

Strategy 4B: 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	Quarter Objective	Objective Completed
Reach out to new potential donors through the Annual Appeal.	SLSF/Marketing	Anne/Tom	Q1: Analyze data from previous annual appeal approaches - identify best strategies already attempted. Q2: Spring Appeal - change mailing approach to increase response. Include online donation option. Q3: Analyze Spring Appeal response and past Holiday Appeal reponse. Adjust approach for Holiday Appeal. Q4: Holiday Appeal - change mailing approach to increase response. Include online donation option.	Q1. Reviewed previous appeals year to year analyses. Identified broad approach with personal impact stories most successful.

Strategy 4C: 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	Quarter Objective	Objective Completed
Identify ways to enhance Planned Giving program	SLSF	Anne/Liz	Q1: Design Planned Giving portion of "In Memory Of" website. Q2: Written outline for Planned Giving Program. Q3: Research 2 successful examples from others Q4: Create roll out plan for 2023	Q1: Waiting on marketing Q2. Touch base with marketing on estimated completion date
Create "In Memory Of" donations program	SLSF/Marketing	Liz/Tom	Q1: Written outline Q2: Meeting about the plan Q3: Website completed and proofed Q4: Website announced and marketed	Q1: Outline completed

Goal Carried over from the 2021 Strategic Plan