

# 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	<b>Q1:</b> Attend networking events <b>Q2:</b> Host chamber event <b>Q3:</b> Volunteer at chamber events <b>Q4:</b> Attend networking events	<b>Q1:</b> Attended 28 networking events <b>Q2:</b> <b>Q3:</b> <b>Q4:</b>
Implement networking tracker to strategize relationships for involvement in SLSF events.	SLSF	Anne/Liz/Megan	<b>Q1:</b> Finalize Tracker <b>Q2:</b> Use tracker to strategize networking outcomes <b>Q3:</b> Continue use <b>Q4:</b> Continue use and evaluate to revise for 2024	<b>Q1:</b> Tracker finalized, team started to implement <b>Q2:</b> <b>Q3:</b> <b>Q4:</b>

## 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	<b>Q1:</b> Review fashion show <b>Q2:</b> Review golf outings <b>Q3:</b> Review golf outings <b>Q4:</b> Review gala	<b>Q1:</b> Team met to determine event 10 for fashion show and will contact donors <b>Q2:</b> <b>Q3:</b> <b>Q4:</b>
Identify fundraising efforts of the Booster Club and maximize revenue	SLSF/ Superintendent of Recreation	Liz/Rachel/Janae	<b>Q1:</b> Meet with booster to identify fundraisers <b>Q2:</b> Implement dine to donate and apparel stores <b>Q3:</b> Implement dine to donate and apparel stores <b>Q4:</b> Implement dine to donate and apparel stores	<b>Q1:</b> Booster fundraisers set for the year <b>Q2:</b> <b>Q3:</b> <b>Q4:</b>

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

Goal	Department	Point Person	Quarter Objective	Objective Completed

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<p>Identify agencies, organizations, groups, and businesses that support community initiatives within the NWSRA footprint and coincide with SLSF events.</p>	<p style="text-align: center;">SLSF</p>	<p style="text-align: center;">Liz</p>	<p><b>Q1:</b> Review social service group list for potential partnerships  <b>Q2:</b> Contact at least 3 groups  <b>Q3:</b> Research groups that villages run  <b>Q4:</b> Use LinkedIn and Facebook accounts to contact organizations</p>	<p><b>Q1:</b> Contacted all Social Service groups to present, contacted Kiwanis for partnership  <b>Q2:</b>  <b>Q3:</b>  <b>Q4:</b></p>
<p>Identify large companies and corporations in NWSRA's footprint that align with SLSF's efforts.</p>	<p style="text-align: center;">SLSF</p>	<p style="text-align: center;">Anne/Misty</p>	<p><b>Q1:</b> Research Company Foundations in service area  <b>Q2:</b> Identify that have similar values and opportunities  <b>Q3:</b> Submit to at least 3 new company foundations  <b>Q4:</b> Submit to at least 2 additional company foundations</p>	<p><b>Q1:</b> 5 Company Foundations identified  <b>Q2:</b>  <b>Q3:</b>  <b>Q4:</b></p>

\* 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	<b>Q1:</b> SLSF staff designs social media plan, marketing executes graphics <b>Q2:</b> Marketing team meet with SLSF team to discuss social and website analytics <b>Q3:</b> Look to hire marketing intern <b>Q4:</b> Set completion dates for 2024 event marketing materials to be complete in January	<b>Q1:</b> Marketing plans updated by SLSF <b>Q2:</b> Meeting scheduled <b>Q3:</b> <b>Q4:</b>
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	<b>Q1:</b> Develop Marketing plans <b>Q2:</b> Delegate tasks to marketing department - begin implementation <b>Q3:</b> Continue to use marketing plan <b>Q4:</b> Meet to evaluate	<b>Q1:</b> Marketing plans created for all events <b>Q2:</b> <b>Q3:</b> <b>Q4:</b>
Strategy 2B. Continue to develop Foundation Brand Identification				
Goal	Department	Point Person	Quarter Objective	Objective Completed
Incorporate Storytelling	SLSF/Marketing	SLSF/Tom/Erika	<b>Q1:</b> Event impact examples included in event marketing before and thank you's after <b>Q2:</b> Update event landing pages with where fundraising dollars go <b>Q3:</b> Continue for all Golf Outings <b>Q4:</b> Continue for Gala	<b>Q1:</b> Included in GMFS thank you <b>Q2:</b> <b>Q3:</b> <b>Q4:</b>
Update materials	SLSF/Marketing	Anne/Tom	<b>Q1:</b> List what materials need to be updated <b>Q2:</b> Update business cards with QR codes to website <b>Q3:</b> Prepare draft of step brochure, order trustee name tags <b>Q4:</b> Finalize and print step brochure	<b>Q1:</b> Business cards, Name tags, step brochure <b>Q2:</b> <b>Q3:</b> <b>Q4:</b>
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	<b>Q1:</b> Establish connection with 2 diversity groups <b>Q2:</b> Attend diversity group meetings <b>Q3:</b> Compile data/value from meetings <b>Q4:</b> Pull diversity statements from groups	<b>Q1:</b> SBA diversity alliance, TBD <b>Q2:</b> <b>Q3:</b> <b>Q4:</b>

## Core Strategy 2: Marketing/Communication

Develop SLSF DEI statement and values	SLSF	Tracey/SLSF	<b>Q1:</b> Review NWSRA's diversity statement <b>Q2:</b> Begin DEI process with Tracey Crawford <b>Q3:</b> Continue DEI process <b>Q4:</b> Draft DEI Statement	<b>Q1:</b> Reviewed <b>Q2:</b> <b>Q3:</b> <b>Q4:</b>
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\* 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	<b>Q1:</b> Review past board strength analysis. Complete for new board members. <b>Q2:</b> Reach out to board members with specific tasks for one golf outing that appeals to their strengths. <b>Q3:</b> Specific asks for gala. <b>Q4:</b> Set individual meetings for January 2024	<b>Q1:</b> Analysis Completed based on giving style and contribution history. <b>Q2:</b> <b>Q3:</b> <b>Q4:</b>
Have each board member engage in annual commitment.	SLSF	Anne	<b>Q1:</b> Send 2022 annual review and 2023 commitment. <b>Q2:</b> Reach out to all board members personally. Have majority of one-on-one meetings <b>Q3:</b> Finish one-on-one meetings <b>Q4:</b> Reach out to all board members personally about board activity.	<b>Q1:</b> Annual commitment sent <b>Q2:</b> <b>Q3:</b> <b>Q4:</b>
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	<b>Q1:</b> Educate board on "elevator pitch" for SLSF <b>Q2:</b> Include ambassador education topics in board updates <b>Q3:</b> <b>Q4:</b>	<b>Q1:</b> Not achieved in Q1 - will review at individual meetings <b>Q2:</b> <b>Q3:</b> <b>Q4:</b>
Create distinguished board member bios	SLSF	Anne/Tom	<b>Q1:</b> Identify distinguished board members and outline project <b>Q2:</b> Contact board members for headshot/info <b>Q3:</b> Start webpage build <b>Q4:</b> Page Complete	<b>Q1:</b> Complete <b>Q2:</b> <b>Q3:</b> <b>Q4:</b>

\* 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	<b>Q1:</b> Obtain 5% new donors through fashion show <b>Q2:</b> 5% new donors in golf season <b>Q3:</b> 5% new donors in golf season <b>Q4:</b> Maintain 5% new donors year end	<b>Q1:</b> 47.73% of donors were new in the first quarter <b>Q2:</b> <b>Q3:</b> <b>Q4:</b>
Target established NWSRA families to support SLSF	SLSF	Megan/Liz	<b>Q1:</b> Define target group - 8+ years involvement <b>Q2:</b> Invite families to target events - personal and emails - include SLSF info in fall brochure <b>Q3:</b> Continue to invite families to target events <b>Q4:</b> Continue to invite families to target events - evaluate impact	<b>Q1:</b> Targeting established NWSRA families in Wheeling for Accessible Greenhouse appeal <b>Q2:</b> <b>Q3:</b> <b>Q4:</b>
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	<b>Q1:</b> Review the constant contact for non-attendees, add non-attendees to outlook invite for next similar event. Non-attendee specific save the date email. <b>Q2:</b> Implement constant contact campaign <b>Q3:</b> Continue to invite <b>Q4:</b> Evaluate	<b>Q1:</b> Reviewing constant contact campaign to implement for after the Bridges outing. <b>Q2:</b> <b>Q3:</b> <b>Q4:</b>
Analyze virtual campaigns to maximize revenue and exposure	SLSF	Anne/Liz	<b>Q1:</b> Review marketing campaigns to extend timeline and increase exposure. <b>Q2:</b> Brainstorm collaborators for virtual events <b>Q3:</b> Implement any collaborations for 2023 - planning for 2024 <b>Q4:</b> Start marketing campaigns for all virtual events	<b>Q1:</b> All timelines extended <b>Q2:</b> <b>Q3:</b> <b>Q4:</b>
Develop recurring donation platform and implement for Holiday Appeal	SLSF	Tom/Anne	<b>Q1:</b> Research new donation platforms <b>Q2:</b> Work with marketing to add to slsf.me <b>Q3:</b> Craft holiday appeal with link to platform - direct to recurring <b>Q4:</b> Implement with holiday appeal - roll out on Giving Tuesday	<b>Q1:</b> GiveSmart donation platform created and added to slsf.me <b>Q2:</b> <b>Q3:</b> <b>Q4:</b>

## Core Strategy 4: Enhance Fundraising Vehicles/Methods

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	<b>Q1:</b> Meet with UPS, compile list of companies that do payroll deductions <b>Q2:</b> Reach out to companies to be added to payroll deduction list <b>Q3:</b> Reach out to companies to be added to payroll deduction list <b>Q4:</b> Compile list of companies that offer payroll deduction to SLSF	<b>Q1:</b> Applied to 3 companies for payroll deduction <b>Q2:</b> <b>Q3:</b> <b>Q4:</b>

\* Goal Carried over from the 2022 Strategic Plan