

Core Strategy 1: Community Engagement

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

Goal	Department	Point Person	Quarter Completed	Objective Completed
Build relationships with businesses and corporations within Hoffman Estates community and surrounding area to support new NWSRA programming space.	SLSF	Liz		Q1: Intital list and contacts started 3/22/21 Q2: Followed up with a second contact. Attending Hoffman Chamber events to connect with those contacts.
Utilize existing business relations to implement a Corporate Challenge-type fundraising event	SLSF	Liz		Q1: As soon as companies let us come in to their buildings goals are: Weber, Zurich, Mitsubishi, UPS, S&S, Lavelle Law.

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

Goal	Department	Point Person	Quarter Completed	Objective Completed
Development of Event 10 program	SLSF	Liz/Megan		Q1: 3.22.2021 - Pulling and planning from GMFS Q2: Completed for GMFS and Palatine.
Superintendent of Development to examine database of existing donors	SLSF	Cathy		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.
Target PURSUIT, Inclusion families, STAR Academy families, Snoezelen Sensory Room, Day Camp families	SLSF/NWSRA Management Team	Liz		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.

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

Goal	Department	Point Person	Quarter Completed	Objective Completed
Increase communication with Booster Club to align their goals with the overall direction of SLSF fundraising efforts	SLSF/Mgr. of Special Recreation (Athletics), Superintendent of Recreation	Liz, Manny, Rachel		<p>Q1: Booster club has been meeting and sharing minutes, outlined fundraisers for the year.</p> <p>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.</p>
Identify fundraising efforts of the Booster Club and maximize revenue	SLSF/Mgr. of Special Recreation (Athletics), Superintendent of Recreation	Liz, Manny, Rachel		<p>Q1: Fundraisers outlined for the year. March 25 is Portillo's Dine and Donate</p>

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

Goal	Department	Point Person	Quarter Completed	Objective Completed
Identify agencies, organizations, groups, corporations, and businesses that align with SLSF efforts	SLSF	Cathy		<p>Q1: Tracker was created with all civic organizations and team is beginning to schedule presentations. *3/18/2021 - Speaking at Rotary Club of Palatine.</p> <p>Q2: SLSF has attending numerous networking events where new relationships are being cultivated within the businesses and community.</p>
Identify agencies, organizations, groups, corporations, and businesses that support community initiatives within the NWSRA footprint	SLSF	Cathy		<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>

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	Quarter Completed	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		<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>

Strategy 2B. Utilize target marketing to reach specific groups

Goal	Department	Point Person	Quarter Completed	Objective Completed
Develop message, content and materials that reach the groups being targeted	SLSF/Marketing	Brian/Maria		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.
Include stories on the impact that donations make (from past donors)	SLSF/Marketing	Brian/Maria		<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>

Strategy 2C. Continue to develop brand identification for each event

Goal	Department	Point Person	Quarter Completed	Objective Completed
Ensure that individual brand identification ties in with overall SLSF event	SLSF/Marketing	Brian/Maria		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.

Core Strategy 2: Marketing/Communication

Strategy 2D. Develop 40th Anniversary Campaign				
Goal	Department	Point Person	Quarter Completed	Objective Completed
Incorporate 40th Anniversary message into SLSF logo and event materials	SLSF/Marketing	Brian/Maria		SLSF 40th Anniversary logo updated on all event materials, website, and other digital platforms throughout 2021.
Look at ways to incorporate the number “40” in 2021 marketing materials	SLSF/Marketing	Cathy/ Brian/Maria		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.

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	Quarter Completed	Objective Completed
Identify the specific areas of need, communicate the need, and provide clear deadline for when funds are needed	SLSF	Cathy		Q1: 2/26/2021 - Emailed board with information regarding GMFS, FlowerPower Fundraiser, Wyatt's Fundraiser, High 40 Campagin, & Palatine Outing 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.
Follow up with each Board Member to ensure that their individual Board commitment is met throughout the year	SLSF	Cathy		Q1: Currently in process of scheduling board members one on one meetings. Emailed Board Commitment form to all board members. Q2: Attended 3 individual board member meetings and have 4 scheduled for the summer.
In recognition of 40th Anniversary, encourage Board Members to bring 40 new names of potential donors/participants/sponsors /supporters	SLSF	Cathy		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.

Core Strategy 3: Improve Board Engagement

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

Goal	Department	Point Person	Quarter Completed	Objective Completed
Prepare any ideas for Board Member sharing of information with instructions on how to share information	SLSF/ Marketing	Cathy/Brian		Q2: Created the What's New With SLSF Flyer for board members to share.
Provide more information to Board Members on upcoming endeavors.	SLSF	Cathy/Brian		Q1: E-mail updates shared with Board on upcoming fundraising opportunities Q2: Send 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.

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

Goal	Department	Point Person	Quarter Completed	Objective Completed
Brainstorm ideas for engaging in the 40th anniversary celebration	SLSF	Tracey/Cathy		Q1: In process of creating 40 Ways to Give flyer Q2: Every Friday, SLSF is posting about the 40th Anniversary on social media encouraging the members to share, like or comment.

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	Quarter Completed	Objective Completed
Develop opportunities for new virtual events	SLSF	Liz/Megan		Q1: 3.14.2021 - Virtual Gold Medal Fashion Show
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
Implement current In Person events	SLSF	Liz/Megan		Q1: Planning for golf outings Q2: Palatine outing 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	Quarter Completed	Objective Completed
Develop relationships with existing donors to increase their donation levels	SLSF	Cathy		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.
Research and investigate new donors through various search engines, databases, Board Member contacts and existing relationships	SLSF	Cathy		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.

Core Strategy 4: Enhance Fundraising Vehicles/Methods

Develop the "Did You Know" campaign to increase communication among individuals identified within the Event 10 program and Database 10 program	SLSF	Cathy/Liz		<p>Q1: Initial outline completed.</p> <p>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.</p>
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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	Quarter Completed	Objective Completed
Design unique pieces that attract attention and get to the point.	SLSF/Marketing	Cathy/Brian/Maria		<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>

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	Quarter Completed	Objective Completed
Identify ways to enhance Planned Giving program	SLSF	Cathy		<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>
Create "In Memory Of" donations program	SLSF/Marketing	Liz/Brian		<p>Q1: Initial outline completed</p> <p>Q2: Outline in second stages with web design</p>

Goal Carried over from the 2018-2020 Strategic Plan