

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) Q2: Village Networking (4/13), Bon Appetit (4/21), Multi Chamber (4/21), After Hours (4/28), Multi Chamber (5/3), Village Networking (5/10), Multi Chamber (5/18), Chamber Event (6/9), Rotary Club of Schaum-HE (6/10) |

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

| Goal | Department | Point Person | Quarter Objective | Objective Completed |
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| 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 Q2: Sent all Event 10 donors Did you Know flyer when asking for new contributions |
| 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. Q2: Reviewing donors from 2010-2015 |

Core Strategy 1: Community Engagement

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| <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: 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</p> | <p>Q1: Sent memo to TC about new ideas. Added sockathon (inclusion) and steps for success (PURSUIT) Q2: Met with Superintendent of Recreation to coordinate Fun Pasta Fundraiser, held 7/10-7/31</p> |
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Core Strategy 1: Community Engagement

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. Q2: Started contact with all Athlete families. |
| 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. Q2: Dine to Donate and Apparel Store |

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 Q2: LOIs sent to 7 companies |

Core Strategy 1: Community Engagement

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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. Q2: Lists expanded and continually updated. Utilized village websites. |
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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 Coalition, Hanover Park Diversity, Palatine Library, Buffalo Grove PRIDE. Had meeting with Hispanic Chamber. Q2: Joined Diversity Section of AFP. Communicated with NWSRA staff to strategize which DEI community group to join. Communicating with Harper College office of DEI. |

Goal Carried over from the 2021 Strategic Plan

Core Strategy 2: Marketing/Communication

| Strategy 2A. Create a Marketing Plan for each individual event | | | | |
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| 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. Q2: All event marketing plans are complete and event meetings are being held. |
| 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 Q2: Use Marketing meetings to target specific groups. Create pieces for each market |
| 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 Q2: Communicated amount raised for Bridges, Palatine, and virtual fundraisers. Included in event wrap ups. |
| 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. Q2: Created individual event landing pages and overall event landing page. |
| 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 Q2: Filmed PURSUIT for closing materials |

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. Q2: Reviewed draft and edited with NWSRA Marketing team. |

Goal Carried over from the 2021 Strategic Plan

Core Strategy 3: Improve Board Engagement

| Strategy 3A. Direct specific asks to Board Members | | | | |
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| 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. Q2: Updated board newsletter format and schedule. |
| 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. Q2: Still holding one on one board member meetings as needed. |

Core Strategy 3: Improve Board Engagement

| Strategy 3B. Ask Board to assist in marketing and outreach efforts | | | | |
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| 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. Q2: Board ambassador materials streamlined and being updated. Website reports and calendar up to date. |
| 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. Q2: Upcoming events highlighted at May board meeting and in Board Update. |
| 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: Identify 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. Q2: Researching area DEI groups for involvement |

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. | | | | |
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| 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 Q2: Worked with Association of Fundraising Professionals to audit other major gifts programs. |
| 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. Q2: Updated list from chamber books: Arlington Heights, Mount Prospect, Hoffman Estates, Palatine, and Rolling Meadows |
| 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 response. 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. Q2: Expanded Spring Appeal contact list. Redesigned spring appeal and created online landing page. |
| 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: Touched base with marketing on estimated completion date |

Core Strategy 4: Enhance Fundraising Vehicles/Methods

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| 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 Q2: Waiting on update from Marketing |
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Goal Carried over from the 2018-2020 Strategic Plan