

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
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
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.
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 Inlcusion and athletes families from Palatine for Palatine Hills Golf committee members; Targeting Day Camp for GMFS models and committee members

Core Strategy 1: Community Engagement

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		Q1: Booster has been meeting and sharing minutes, outlined fundraisers for the year.
Identify fundraising efforts of the Booster Club and maximize revenue	SLSF/Mgr. of Special Recreation (Athletics), Superintendent of Recreation	Liz, Manny, Rachel		Q1: Fundraisers outlined for the year. March 25 is Portillo's Dine and Donate

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		Q1: Tracker was created with all civic organizations and team is beginning to schedule presentations. *3/18/2021 - Speaking at Rotary Club of Palatine
Identify agencies, organizations, groups, corporations, and businesses that support community initiatives within the NWSRA footprint	SLSF	Cathy		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

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		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

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		Q1: Average post reach on Facebook- over 4,000/month, post impressions on Instagram- over 400/month, post impressions on LinkedIn- over 500/month
Include stories on the impact that donations make (from past donors)	SLSF/Marketing	Brian/Maria		Q1: Sent Gold Medal Fashion Show thank you in March with quotes from attendees.

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		Q1: 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		Q1: SLSF 40th Anniversary logo updated on all event materials, website, and other digital platforms
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

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
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.
In recognition of 40th Anniversary, encourage Board Members to bring 40 new names of potential donors/participants/sponsors /supporters	SLSF	Cathy		
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		
Provide more information to Board Members on upcoming endeavors.	SLSF	Cathy/Brian		Q1: E-mail updates shared with Board on upcoming fundraising opportunities
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

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
Implement current In Person events	SLSF	Liz/Megan		Q1: Planning for golf outings
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.
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.
Develop the "Did You Know" campaign to increase communication among individuals identified within the Event 10 program and Database 10 program	SLSF	Cathy/Liz		Q1: Initial outline completed

Core Strategy 4: Enhance Fundraising Vehicles/Methods

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		Q1: Drafted "Did You Know" electronic piece, SLSF event materials, Flower Power, Wyatt's Dog Company pieces

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		Q1: Attended webinars regarding new trends in Planned Giving
Create "In Memory Of" donations program	SLSF/Marketing	Liz/Brian		Q1: Initial outline completed

Goal Carried over from the 2018-2020 Strategic Plan