

# 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	<b>Q1:</b> Attend 2 HE chamber events <b>Q2:</b> Volunteer at 2 HE events <b>Q3:</b> Attend 2 HE Chamber events <b>Q4:</b> Attend 2 HE chamber events	<b>Q1:</b> Luncheon (1/13), Awards (1/20), Wednesday event(1/26), Mayor's Update (2/22), Wednesday event (2/16), Multi Chamber (3/1) <b>Q2:</b> Village Networking (4/13), Bon Apetit (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) <b>Q3:</b> Village Networking (7/27), SBA Savour Event (8/25), Multi-Chamber (8/22), <b>Q4:</b> Chit & Chat(10/13), SBA Diversity(10/25), SBA Coffee & Contacts(10/27/), Village Networking(10/14), SBA Non Profit Alliance(10/28), Village Networking(10/25), SBA Orientation(11/9), SBA Introvert(11/15), SBA Ribbon Cut(11/15), SBA Pack Day (11/29), Chit & Chat(11/9), Village Networking(11/10), SBA Ribbon Cut (11/11), Business After Hours(11/16), SBA Coffee & Contacts(11/17), SBA Introvert(12/6), Multi Chamber(12/8), Village Networking (12/8), Multi Chamber(12/13), Holiday Lunch (12/15)

## 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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<p>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</p>	<p style="text-align: center;">SLSF</p>	<p style="text-align: center;">Liz/Megan</p>	<p><b>Q1:</b> Develop marketing materials for "Did You Know" Campaign.  <b>Q2:</b> Contact all event 10 from 2021  <b>Q3:</b> Start to create 2022 event 10  <b>Q4:</b> Finalize 2022 event 10</p>	<p><b>Q1:</b> Completed Did You Know flyer and sent to all civic groups  <b>Q2:</b> Sent all Event 10 donors Did you Know flyer when asking for new contributions  <b>Q3:</b> Event 10 donors have been identified from Fall events and will be contacted.  <b>Q4:</b> Finalized Event 10 memo and was sent out to the team and Executive Director</p>
<p>Superintendent of Development to examine database of existing donors</p>	<p style="text-align: center;">SLSF</p>	<p style="text-align: center;">Anne</p>	<p><b>Q1:</b> Review donors from 2016-2021  <b>Q2:</b> Review donors from 2010-2015  <b>Q3:</b> Organize into categories  <b>Q4:</b> Add to database for reporting</p>	<p><b>Q1:</b> Donor Categories chosen: will segment donors into giving preference based on 5 pillars. Reviewing donors 2016-2021.  <b>Q2:</b> Reviewing donors from 2010-2015  <b>Q3:</b> Continuing to review donors from 2010-2021, may delay to coincide with new crm in 2023.  <b>Q4:</b> Continuing to review donors from 2010-2022, delayed as team is waiting for new CRM to be finished</p>
<p>Target PURSUIT, Inclusion families, STAR Academy families, Snoezelen Sensory Room, Day Camp families</p>	<p style="text-align: center;">SLSF/NWSRA Management Team</p>	<p style="text-align: center;">Liz</p>	<p><b>Q1:</b> Choose groups to target for 2022 misc. fundraisers  <b>Q2:</b> Work with day camp for pasta  <b>Q3:</b> Target inclusion and programs for end of year quotes  <b>Q4:</b> Work with PURSUIT for popcorn</p>	<p><b>Q1:</b> Sent memo to TC about new ideas. Added sockathon (inclusion) and steps for success (PURSUIT)  <b>Q2:</b> Met with Superintendent of Recreation to coordinate Fun Pasta Fundraiser, held 7/10-7/31  <b>Q3:</b> Target all programs for quotes and stories push  <b>Q4:</b> Completed Double Good PURSUIT Competition Edition.</p>

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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	<b>Q1:</b> Communicate new plan to all families <b>Q2:</b> Start contact with all Athletes families <b>Q3:</b> Develop relationships with families <b>Q4:</b> Request feedback for 2023	<b>Q1:</b> Held meeting with Laurel (2/2). First newsletter went out. <b>Q2:</b> Started contact with all Athlete families. <b>Q3:</b> Coordinated State Tournament send off with Athletics dept. <b>Q4:</b> Feedback from the new Athletics Manager was received and tasks were divided up fo 2023.
Identify fundraising efforts of the Booster Club and maximize revenue	SLSF/ Superintendent of Recreation	Liz/Rachel	<b>Q1:</b> Create calendar of events <b>Q2:</b> Dine to Donate and Store <b>Q3:</b> Dine to Donate and Store <b>Q4:</b> Look at 2023 ideas	<b>Q1:</b> Calendar of events created. <b>Q2:</b> Dine to Donate and Apparel Store <b>Q3:</b> Dine to Donate and Apparel Store <b>Q4:</b> Created 2023 events

## 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	<b>Q1:</b> Create list of large corporations surrounding each programming site. <b>Q2:</b> Research company values and make list of those that align. <b>Q3:</b> Research grant opportunities from companies with aligned values, target 10 companies for payroll deductions/volunteering <b>Q4:</b> Assign projects to grant opportunities.	<b>Q1:</b> 22 Companies added to list <b>Q2:</b> LOIs sent to 7 companies <b>Q3:</b> LOI's sent to total of 8 companies. New grant submitted to North Shore Community Health Systems. <b>Q4:</b> Continued to look for grants for the greenhouse and upcoming projects from NWSRA.

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Identify agencies, organizations, groups, and businesses that support community initiatives within the NWSRA footprint	SLSF	Liz	<b>Q1:</b> Update list of organizations surrounding each programming site. <b>Q2:</b> Research company values and make list of those that align. <b>Q3:</b> Target aligned organization for sponsorship, donation, and volunteer opportunities <b>Q4:</b> Adjust marketing based on feedback and expand targeted list.	<b>Q1:</b> Updated tracker with 500 companies. Entered all local chamber listings. <b>Q2:</b> Lists expanded and continually updated. Utilized village websites. <b>Q3:</b> Targeted expanded lists used to target companies to support events in their community. <b>Q4:</b> Expanded targets and reorganized based on areas
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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	SLSF	Anne/Liz	<b>Q1:</b> Identify 5 entities near each of	<b>Q1:</b> Palatine Coalition, Hanover Park

**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	<b>Q1:</b> Develop marketing plan template for all events. <b>Q2:</b> Fill marketing plan templates for each event - have marketing strategy meeting for each event. <b>Q3:</b> Execute and streamline marketing timelines. <b>Q4:</b> Review 2022 marketing strategy results, prep for 2023.	<b>Q1:</b> Completed marketing plan templates for all events. <b>Q2:</b> All event marketing plans are complete and event meetings are being held. <b>Q3:</b> Executing marketing timelines, designing re-engagement email campaign. <b>Q4:</b> Reviewed strategies and will discuss at SLSF retreat
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	<b>Q1:</b> Define and identify target market groups. <b>Q2:</b> Plan strategy for delivering targeted materials. <b>Q3:</b> Develop targeted materials for all groups. <b>Q4:</b> Implement targeted marketing.	<b>Q1:</b> Market Groups identified <b>Q2:</b> Use Marketing meetings to target specific groups. Create pieces for each market <b>Q3:</b> Executed targeted marketing for golf season. <b>Q4:</b> We have sent emails to attendees who didn't attend this year but came last year and boosted Facebook ads to target more people.

## Core Strategy 2: Marketing/Communication

Include stories on the impact that donations make (from past donors)	SLSF/Marketing	Tom/Erika	<p><b>Ongoing</b> - collect quotes, photos, and videos of impact</p> <p><b>Q1:</b> Include event follow up with photos and amount raised after events.</p> <p><b>Q2:</b> Outline follow up to donors about impact donation made.</p> <p><b>Q3:</b> Start working on story for the holiday appeal and getting video, photos, and stories</p> <p><b>Q4:</b> Send out Holiday Appeal with impact story, incorporate storytelling into the Celebrate Ability Gala through video and personal testimonies.</p>	<p><b>Q1:</b> GMFS follow up posted to social media and emailed to attendees</p> <p><b>Q2:</b> Communicated amount raised for Bridges, Palatine, and virtual fundraisers. Included in event wrap ups.</p> <p><b>Q3:</b> Decided on impact story for the holiday appeal and scheduled filming. Regular filming of impact taken at programs.</p> <p><b>Q4:</b> Sent Holiday Appeal and incorporated donor and participant stories into the Gala video</p>
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### 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 events	SLSF/Marketing	Tom/Erika	<p><b>Q1:</b> Establish individual brand for each event with marketing color scheme.</p> <p><b>Q2:</b> Create website pages for each event with details.</p> <p><b>Q3:</b> Execute new materials in marketing plan.</p> <p><b>Q4:</b> Tie in event brands with sponsorship experience.</p>	<p><b>Q1:</b> Redesigned event materials with matching color schemes across each event.</p> <p><b>Q2:</b> Created individual event landing pages and overall event landing page.</p> <p><b>Q3:</b> All event landing pages were used for event promotion to drive traffic to the SLSF website.</p> <p><b>Q4:</b> The sponsorship website was created and matches the brands of each event</p>

## Core Strategy 2: Marketing/Communication

Develop closing materials showing impact.	SLSF/Marketing	Tom/Erika	<p><b>Q1:</b> Schedule film times to capture impact of donations at programming sites. Add impact stories to event timelines.</p> <p><b>Q2:</b> Implement after events.</p> <p><b>Q3:</b> Implement after events</p> <p><b>Q4:</b> Implement after events and analyze results.</p>	<p><b>Q1:</b> Filmed at Rolling Meadows sensory room, Broadway Buddies, Basketball Skills, and Spring Break Camps</p> <p><b>Q2:</b> Filmed PURSUIT for closing materials.</p> <p><b>Q3:</b> Event impact examples included in SLSF Impact newsletter.</p> <p><b>Q4:</b> Video that was created for the Gala showed the impact SLSF has on programs</p>
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### 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	<p><b>Q1:</b> Research established DEI statements and create outline.</p> <p><b>Q2:</b> Review outline, edit based on what is important to NWSRA/SLSF community.</p> <p><b>Q3:</b> Final draft, present to the board for edits.</p> <p><b>Q4:</b> Approved DEI statement plan for adding to marketing and implementation.</p>	<p><b>Q1:</b> Outline for DEI statement structure complete based on DEI statement research.</p> <p><b>Q2:</b> Reviewed draft and edited with NWSRA Marketing team.</p> <p><b>Q3:</b> Extending drafting of DEI statement to include more input from community groups and NWSRA staff.</p> <p><b>Q4:</b> The SLSF team will discuss the DEI statement at the SLSF Retreat</p>

**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	<b>Q1:</b> Send update email to board about how to contribute to Q1 events. <b>Q2:</b> Send monthly email to board about how to contribute to Q2 events. <b>Q3:</b> Send monthly email to board about how to contribute to Q3 events. <b>Q4:</b> Send monthly email to board about how to contribute to Q4 events.	<b>Q1:</b> Adjusted board email schedule to work with Impact Newsletter schedule. Board update email highlighting events and opportunities sent in February. <b>Q2:</b> Updated board newsletter formate and schedule. <b>Q3:</b> Implementing new board update schedule. <b>Q4:</b> Sent final newsletter for the year.
Follow up with each Board Member to ensure that their individual Board commitment is met throughout the year	SLSF	Anne	<b>Q1:</b> Send previous year contributions and ask what they would like to help with in 2022. Schedule one-on-one meetings. <b>Q2:</b> Reach out to meet with board members who did have one on ones in Q1. <b>Q3:</b> Reach out to board members individually to foster engagement and revisit goals. <b>Q4:</b> Follow up regarding annual commitment, give opportunity to brainstorm increasing fundraising	<b>Q1.</b> 2021 Contributions sent and collecting 2022 commitment letters. Holding meetings with individual board members. <b>Q2:</b> Still holding one on one board member meetings as needed. <b>Q3:</b> 3 board members connected with, continuing to foster board connections. <b>Q4:</b> Annual Commitments were sent out.



## 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	<b>Q1:</b> Review current ambassador program and materials. <b>Q2:</b> Update Board Ambassador materials and website <b>Q3:</b> Update the board on director's site and material updates. <b>Q4:</b> Update materials for 2023 - be ready to implement.	<b>Q1:</b> Review current ambassador program and materials. Outlining print and digital options. <b>Q2:</b> Board ambassador materials streamlined and being updated. Website reports and calendar up to date. <b>Q3:</b> Reviewed which materials would be print vs digital. Building printing materials into 2023 budget to disperse 2023. <b>Q4:</b> Website proofed and drafts of materials have been started. The SLSF team is determining what will be printed and what will be left electronic.
Provide more information to Board Members on upcoming endeavors.	SLSF	Anne/Tom	<b>Q1:</b> Send update email with event information. <b>Q2:</b> Highlight new upcoming events at board meeting. <b>Q3:</b> Contact board members about volunteer opportunities. <b>Q4:</b> Provide information on event wrap ups in board correspondence.	<b>Q1:</b> Board update email sent including all upcoming events, preparation, and how to get involved or promote. <b>Q2:</b> Upcoming events highlighted at May board meeting and in Board Update. <b>Q3:</b> Communicated volunteer opportunities through board updates and individual emails. Board members volunteered at all golf outings, and 2 additional events. <b>Q4:</b> Final Newsletter was sent. Board members volunteered at some PURSUIT events.
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	<b>Q1:</b> Research and development of DEI statement. <b>Q2:</b> Increased involvement in DEI oriented groups. <b>Q3:</b> Continued participation in DEI groups. <b>Q4:</b> Identify 3-5 individuals to target for involvement (internal and external).	<b>Q1:</b> Attending diversity committee meetings in professional and community organizations. Researching large foundation DEI statements. <b>Q2:</b> Researching area DEI groups for involvement. <b>Q3:</b> Have found 3 and attended 2 DEI groups, continuing to locate more groups. <b>Q4:</b> The SLSF team will continue to work on this in 2023

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	<b>Q1:</b> Create sponsorship experience <b>Q2:</b> Research major gifts programs <b>Q3:</b> Target donors to spend time with them <b>Q4:</b> Request feedback on the experience	<b>Q1:</b> Waiting on Marketing <b>Q2:</b> Worked with Association of Fundraising Professionals to audit other major gifts programs. <b>Q3:</b> Built relationships with donors through events and outside volunteering. <b>Q4:</b> Website is being finalized and will be ready to launch in 2023.
Research and investigate new donors through various search engines, databases, Board Member contacts and existing relationships.	SLSF	Anne	<b>Q1:</b> Use newspaper to collect new ideas <b>Q2:</b> Update tracker from new chamber books <b>Q3:</b> Follow local social media groups for ideas <b>Q4:</b> Review tracker for 2023 moving some to inactive and gathering more from google maps	<b>Q1:</b> Collected new names in board member meetings, newspaper, and chamber events. Researched national donors through larger search engines. <b>Q2:</b> Updated list from chamber books: Arlington Heights, Mount Prospect, Hoffman Estates, Palatine, and Rolling Meadows <b>Q3:</b> Researched new granting organizations through search platforms, submitted LOI's <b>Q4:</b> Finalized grant plan for 2023
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

## Core Strategy 4: Enhance Fundraising Vehicles/Methods

Reach out to new potential donors through the Annual Appeal.	SLSF/Marketing	Anne/Tom	<p><b>Q1:</b> Analyze data from previous annual appeal approaches - identify best strategies already attempted.</p> <p><b>Q2:</b> Spring Appeal - change mailing approach to increase response. Include online donation option.</p> <p><b>Q3:</b> Analyze Spring Appeal response and past Holiday Appeal response. Adjust approach for Holiday Appeal.</p> <p><b>Q4:</b> Holiday Appeal - change mailing approach to increase response. Include online donation option.</p>	<p><b>Q1:</b> Reviewed previous appeals year to year analyses. Identified broad approach with personal impact stories most successful.</p> <p><b>Q2:</b> Expanded Spring Appeal contact list. Redesigned spring appeal and created online landing page.</p> <p><b>Q3:</b> Expanding Holiday Appeal email list to reach more NWSRA families with no added cost.</p> <p><b>Q4:</b> Holiday Appeal was mailed and emailed and donation have begun coming in.</p>
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**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	<p><b>Q1:</b> Design Planned Giving portion of "In Memory Of" website.</p> <p><b>Q2:</b> Written outline for Planned Giving Program.</p> <p><b>Q3:</b> Research 2 successful examples from others</p> <p><b>Q4:</b> Create roll out plan for 2023</p>	<p><b>Q1:</b> Waiting on marketing</p> <p><b>Q2:</b> Touched base with marketing on estimated completion date</p> <p><b>Q3:</b> Networking with fundraising professionals with planned giving experience. Meeting estate planning professionals.</p> <p><b>Q4:</b> The SLSF team will continue to work on this in 2023</p>
Create "In Memory Of" donations program	SLSF/Marketing	Liz/Tom	<b>Q1:</b> Written outline	<b>Q1:</b> Outline completed

**Goal Carried over from the 2018-2020 Strategic Plan**