

One Call for All Strategic Plan 2018

<u>Strategy</u>	<u>GOAL</u>	<u>Strategy Implementation/ACTIONS</u>
<p>Operations</p> <p>Develop & execute financial development plan which supports sustainable operations.</p>	<p>Raise \$15K for endowment</p>	Form an Endowment Committee
		Raise \$10K from businesses
		10 new personal solicitations by board members
<p>Campaign</p> <p>Inspire philanthropy on Bainbridge Island.</p>	<p>Reach 100 Recurring Donors</p>	Communication and education with partner boards by OCFA board members about recurring donors.
		Tweak language, placement and emphasis in campaign materials and on the OCFA website regarding recurring donations.
		Encourage board participation in recurring donation to organizations of choice via Red Envelope Campaign. Not to be confused with board contributions to operating budget.
		Email notification of expiring recurring donation and invite to renew.
<p>Agency Support</p> <p>Support partner agencies in their fundraising efforts</p>	<p>Increase agency participation in Brown Bag events by 20%</p>	Create a new page on our website called "Brown Bag Program" - within the agency area (Board)
		Survey agencies to identify subject preferences for an Evening Session (based on a published topic list) (Board)
		Publish a Brown Bag topic list with date/time/place in advance on our BB webpage (Board/Tracey)
		Create a knowledge base for Brown Bag topics including - presentation notes - weblinks to related topics (Board)