

## One Call for All Strategic Plan 2019

<u>Strategy</u>	<u>GOAL</u>	<u>Strategy Implementation/ACTIONS</u>
<b>Operations</b> Develop & execute financial development plan which supports sustainable operations.	Complete a feasibility study on a proposed \$500,000 Endowment Campaign by December 31, 2019.	Craft RFP and seek proposals from three professional fundraising consultants.
		Review proposals and seek board commitment on non-budgeted expenditure.
		Participate in Feasibility Study.
<b>Campaign</b> Inspire philanthropy on Bainbridge Island.	Increase the number of designations by 10%.	Create plan to motivate and incentivize agency representatives.
		Devise and implement a “+1” campaign in the Red Envelope materials.
		Devise and implement a “+1” social media campaign.
<b>Agency Support</b> Support partner agencies in their fundraising efforts	Increase the number of actively engaged agency representatives by 15%.	Define "actively engaged" and estimate the number of agency representatives that qualify.
		Offer two Orientation sessions during the year (one evening and one during the day) so that representatives who are with new organizations or representatives that are new volunteers or staff at currently participating agencies can get up to speed quickly.
		Create a one-page printed document that includes a campaign timeline and all relevant information for new representatives that can be uploaded to the Agency Support Page and emailed to new reps as they come on.