

2021 - 2024 Strategic Plan by Year

Year 1 (21/22)	Year 2 (22/23)	Year 3 (23/24)
Add at least 2 engaged active board members	Add at least 2 engaged active board members	Add at least 2 engaged active board members
Board members attend and participate in 75% of meetings minimum	Board members attend and participate in 75% of meetings minimum	Board members attend and participate in 75% of meetings minimum
100% of board members donate to organization	100% of board members donate to organization	100% of board members donate to organization
Board members actively participate with fundraising	Board members actively participate with fundraising	Board members actively participate with fundraising
Board committees meet regularly and have defined goals/actions.	Board committees meet regularly and have defined goals/actions.	Board committees meet regularly and have defined goals/actions.
Quarterly strategic plan check-in at board meetings	Quarterly strategic plan check-in at board meetings	Quarterly strategic plan check-in at board meetings
Board members serve as ambassadors and know mission/vision/values	Board members serve as ambassadors and know mission/vision/values	Board members serve as ambassadors and know mission/vision/values
Explore expansion of Excellence in Education to include teams	Expand Teacher / School Grants program by \$1000 per cycle	Expand Teacher / School Grants program by \$2000 per cycle
Expand and enhance Tributes for Teachers and Holi-gram program	Explore and expand EinE program to include staff people	Establish StormHawk Alumni Association
Board members / staff attend community events as ambassadors	Start assessing and rebranding Invest in Kids program for more "rapid response" grants	Explore and expand EinE program to include Alumni
Foundation logo widely recognized and mission/vision understood	Board members / staff attend community events as ambassadors	Assess and rebrand Invest in Kids to allow for more "rapid response" grants
Raise \$8000 in unrestricted revenue	District staff serve as brand ambassadors for Foundation within their schools	Board members / staff attend community events as ambassadors
Make 5-8 cultivation visits to donors with \$250 or more capacity	Raise \$12000 in unrestricted revenue	Raise \$16000 in unrestricted revenue
Increase business partners / sponsors to 3	Make 10-14 cultivation visits to donors with \$250 or more capacity	Make 20-25 cultivation visits to donors with \$250 or more capacity
Increase monthly giving by 15% over previous year	Increase business partners / sponsors to 5	Increase business partners / sponsors to 8
Submit 2 grant proposals	Increase monthly giving by 15% over previous year	Increase monthly giving by 15% over previous year
Secure funding to support 1 new program	Submit 3 grant proposals	Submit 5 grant proposals
Generate \$6000 from events	Secure funding to support 2 new programs	Generate \$10000 from events
	Generate \$8000 from events	