

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		
Utilize existing business relations to implement a Corporate Challenge-type fundraising event	SLSF	Liz		

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		
Superintendent of Development to examine database of existing donors	SLSF	Cathy		
Target PURSUIT, Inclusion families, STAR Academy families, Snoezelen Sensory Room, Day Camp families	SLSF/NWSRA Management Team	Liz		

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		
Identify fundraising efforts of the Booster Club and maximize revenue	SLSF/Mgr. of Special Recreation (Athletics), Superintendent of Recreation	Liz, Manny, Rachel		

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		
Identify agencies, organizations, groups, corporations, and businesses that support community initiatives within the NWSRA footprint	SLSF	Cathy		

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		
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		
Include stories on the impact that donations make (from past donors)	SLSF/Marketing	Brian/Maria		
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		

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		
Look at ways to incorporate the number "40" in 2021 marketing materials	SLSF/Marketing	Cathy/ Brian/Maria		

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		
Follow up with each Board Member to ensure that their individual Board commitment is met throughout the year	SLSF	Cathy		
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		
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		

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		
Investigate collaborative event opportunities	SLSF	Liz/Megan		
Implement current In Person events	SLSF	Liz/Megan		
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		
Research and investigate new donors through various search engines, databases, Board Member contacts and existing relationships	SLSF	Cathy		
Develop the "Did You Know" campaign to increase communication among individuals identified within the Event 10 program and Database 10 program	SLSF	Cathy/Liz		

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		

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		
Create "In Memory Of" donations program	SLSF/Marketing	Liz/Brian		

Goal Carried over from the 2018-2020 Strategic Plan