

# 2026 — FSPS 5-Year Strategic Plan

Where we're going &  
How we get there.

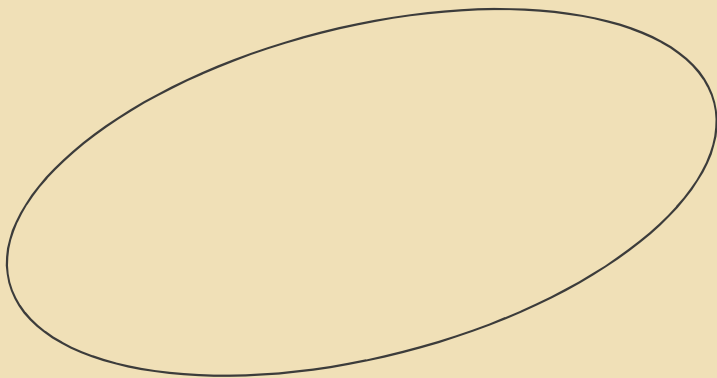
Focus Areas

---

**A Awareness**

**G Growth & Giving**

**O Organizational Efficiency**



# AWARENESS

## Goal 1: Develop & implement a comprehensive communication and marketing plan

**Objectives:** Complete full scope communication and marketing plan with multi-year goals and strategies with measurable objectives to include engagement rate. Include identified audience, audience segmenting and specific communication channels with themes like Foundation Friday's.

**Measurements:** Completion of full scope plan.

### Key People:

1. Communication & Engagement Director
2. Executive Director
3. Board Committee(s)
  - a. Marketing (will be new)

# AWARENESS

## Goal 2: Increase audience engagement opportunities

**Objectives:** To increase active response rate by 10%, increase participation in current engagement events by 10%,

**Measurements:** Survey and poll results, news-letter metrics and event registration and attendance data.

### Key People:

1. Communication & Engagement Director
2. Executive Director
3. Board Committee(s)
  - a. Marketing
  - b. Alumni
  - c. Events & Engagement

# GROWTH & GIVING .

## Goal 1: Increase total campaign giving

**Objectives:** To increase campaign giving and participation in Love SPS, Pay it Forward, Grant SPS to ensure ability to fund all qualifying grants (Good Grant Goal)

**Measurements:** 10% participation increase, 5% total giving increase.

### Key People:

1. Development Director
2. Executive Director
3. Board Committee(s)
  - a. Growth & Giving

# GROWTH & GIVING

## Goal 2: Develop & implement a major gift strategy

**Objectives:** Complete full scope strategy plan with multi-year goals and strategies with measurable objectives to include a review of endowment level giving, donor engagement opportunities and the full use of donor database's journey automation.

**Measurements:** Completion of the full scope plan.

### Key People:

1. Development Director
2. Executive Director
3. Board Committee(s)
  - a. Growth & Giving

# ORGANIZATIONAL EFFICIENCY

## Goal 1: Review & implement internal systems for data analysis

**Objectives:** Research and recommend a fully functional database solution for grant and scholarship making programs which includes improvements and enhancements to the application process.

**Measurements:** Implementation of database(s) to support effective and efficient grant and scholarship-making programs.

### Key People:

1. Program Director
2. Administrative Coordinator
3. Executive Director
4. Board Committee(s)
  - a. Allocations & Scholarships

# ORGANIZATIONAL EFFICIENCY

**Goal 2: Evaluate workflow efficiencies and capacity to improve funds raised and funds awarded**

**Objectives: Explore the use of AI in workflow (review current policy related to AI), review current organizational structure and roles, add staff capacity.**

**Measurements: Increase staff by 1 FTE, increase total funds raised by 5%, increase total funds managed by 5%, increase total funds awarded by 10%.**

## **Key People:**

- 1. Executive Director**
- 2. Board Committee(s)**
- 3. Executive Committee**

# REVIEW

Executive Director will review progress with executive committee on a quarterly basis with a full board review yearly. Board meetings will include periodic staff updates on specific areas of the plan.

At the end of each year, the executive committee, with board input, will review the plan to make adjustments as necessary..



# TEAM RESPONSIBILITIES

