

# LaMissTenn Foundation Strategic Plan 2023-2024 & 2024-2025

Item	Description	Responsibility	2023-24	2024-25
<b>GOAL 1: To financially assist clubs with their projects</b>				
<b>Strategy 1: Set forth criteria for clubs to apply for grant programs</b>				
a	Community Service Grants (CSG) and New Club CSG	<b>Grants</b>	Execute annually; increase New Club CSG eligibility to 2 years	Execute annually
b	AED Grants	<b>Grants</b>	Execute annually; consider increase grant max	Execute annually
c	Disaster Relief Grants (DRG)	<b>Grants</b>	Execute annually	Execute annually
d	Super Grant	<b>Grants</b>	Execute on a 3 year cycle starting in 2024	
<b>Strategy 2: Publicity</b>				
a	Grants Committee Chair submits article(s) to District newsletter	<b>Grants Dev/Mrktg</b>		
<b>GOAL 2: To provide scholarships for Key Club Seniors and Circle K students</b>				
<b>Strategy 1: Policy for SLP Scholarships</b>				
a	Key Club	<b>Scholarships</b>	Update as needed	Update as needed
b	Circle K	<b>Scholarships</b>	Update as needed	Update as needed
c	Key Leader	<b>Finance</b>	Update as needed	Update as needed
<b>Strategy 2: Funding of Scholarships</b>				
a	Determine financial level of Key Club scholarships	<b>Finance Fnd Board</b>	Update as needed	Update as needed
b	Determine financial level of Circle K scholarships	<b>Finance Fnd Board</b>	Update as needed	Update as needed
c	Determine financial level of Key Leader Funding	<b>Finance Fnd Board</b>	Update as needed	Update as needed
<b>Strategy 3: Criteria and Scoring Applications of Scholarships</b>				
a	Key Club	<b>Scholarships</b>	Update as needed	Update as needed
b	Circle K	<b>Scholarships</b>	Update as needed	Update as needed
<b>GOAL 3: Develop a cohesive marketing plan across all platforms</b>				
<b>Strategy 1: Ensure effectiveness of marketing plan</b>				
a	Develop and review marketing plan	<b>Dev/Mrktg</b>	Develop plan and review each quarter	Update as needed
<b>Strategy 2: Submit articles in District Newsletter</b>				
a	Submit article(s) for District Newsletter	<b>Fdn President Cmt Chairs</b>	Coordinate between President and Committee Chairs to determine who will submit articles based on current priorities	Coordinate between President and Committee Chairs to determine who will submit articles based on current priorities

<b>Strategy 3: Manage District Foundation Website pages</b>				
a	Maintain accurate Foundation website pages	Exec Dir	Update as needed	Update as needed
<b>Strategy 4: Enhance Club Interactions</b>				
a	Raise Awareness of Foundation at Club Level	Fnd Board Dev/Mrktg	Regional reps make presentations about the Foundation at club meetings (Zoom, in person as a speaker) and communicate with club officers	Regional reps make presentations about the Foundation at club meetings (Zoom, in person as a speaker) and communicate with club officers
b	Disseminate PowerPoint presentations and flyers/push card series	Dev/Mrktg	Dev/Marketing to maintain current information; Regional reps to distribute	Dev/Marketing to maintain current information; Regional reps to distribute
c	Assemble orange folders of Foundation information and distribute to newly chartered clubs	Dev/Mrktg	Update as needed	Update as needed
d	Mass text messages	Dev/Mrktg	Send messages/topics to be distributed to the Exec Dir to post in District GroupMe	Send messages/topics to be distributed to the Exec Dir to post in District GroupMe
e	Educate Club Coaches	Regional Reps	Educate Club Coaches	Educate Club Coaches
<b>GOAL 4: Strengthen communications with the clubs for the purpose of increasing participation in fundraising and grant strategies and overall awareness of Foundation activities</b>				
<b>Strategy 1: Increase participation in the following fundraising strategies</b>				
a	Annually increase the number of clubs participating in Annual Club Giving (ACG) campaign	Exec Dir Dev/ACG Finance Fnd Board	Exec Dir to distribute club notices mid-October for payment by April 30th to receive a banner patch. Dev/Board Members follow up with a goal of 65 clubs (increase from 22-23's 58 clubs)	Exec Dir to distribute club notices mid-October for payment by April 30th to receive a banner patch. Dev/Board Members follow up with a goal of 75 clubs
b	Annually, increase the number of friends with Friends of the Foundation (FoF)	Dev/Friends Finance Fnd Board	Increase from 2022-2023's 62 Friends to 80 Friends	Increase to 95 Friends
c	Annually, increase the number of members participating in Endowment programs	Dev/Endwmnt Finance Fnd Board	Increase from 2022-2023's 4 members to 7 participating in Endowments	Increase to 10 participating in Endowments
d	Promote Circle of Honor as an award option that supports the Foundation	Dev/Mrktg Fnd Board	Execute annually	Execute annually
<b>Strategy 2: Increase &amp; encourage the participation of clubs applying to grant programs</b>				
a	Identify and educate existing clubs on grant opportunities	Dev/Mrktg Grants Fnd Board	Regional reps to educate, via club meeting presentation, 40% of clubs in region	Regional reps to educate, via club meeting presentation, additional 40% of clubs in region

b	Identify and educate new clubs on grant opportunities	Dev/Mrktg Grants Fnd Board	Regional reps all newly chartered clubs in 3 to 6 mos of opening and revisit clubs in their second year; work with New Club Coaches	Regional reps all newly chartered clubs in 3 to 6 mos of opening and revisit clubs in their second year; work with New Club Coaches
<b>GOAL 5: Explore programs compatible with Foundation's purpose and mission to strengthen the financial or public relations status of the Foundation</b>				
<b>Strategy 1: Identify best practices for marketing programs/strategies employed by other Kiwanis District Foundations</b>				
a	Gather and report data and information	Dev/Mrktg	Research 5 North America District Foundations	Research 5 additional North America District Foundations
<b>GOAL 6: Create and Monitor Annual Budget</b>				
<b>Strategy 1: Formulate budget</b>				
a	Create tentative budget for upcoming year	Finance Financial Adv Exec Dir	Renew and approve budget	Renew and approve budget
b	Present budget	Exec Dir	Present and vote at first face to face meeting of the year	Present and vote at first face to face meeting of the year
<b>Strategy 2: Analyze budget and make suggestions for adjustments to the Foundation board</b>				
a	Meet on quarterly prior to Board meeting	Finance Financial Adv Exec Dir	Meet after receiving CREATE report	Meet after receiving CREATE report
b	Report financial reports to Board	Finance Financial Adv Exec Dir	Present to board at monthly meetings and adjust as needed	Present to board at monthly meetings and adjust as needed
<b>GOAL 7: Assess Fundraising Programs</b>				
<b>Strategy 1: Evaluate fundraising components (ACG, FoF, Endowments, Circle of Honor, Gift Baskets)</b>				
a	Review annually prior to beginning of new year	Finance Dev/Friends Dev/Endwmnt Dev/ACG Dev/Gft Bskts	Review, edit and share updates with Board	Review, edit and share updates with Board
b	Research other fundraising best practices	Finance Dev/Friends Dev/Endwmnt Dev/ACG Dev/Gft Bskts	Revisit for any updates and incorporate as needed	Revisit for any updates and incorporate as needed
<b>Strategy 2: Work on efforts to promote fundraising</b>				
a	Assess shortfalls as needed	Finance	Review on quarterly basis	Review on quarterly basis

b	Revise fundraising programs	<b>Finance Dev/Friends Dev/Endwmnt Dev/ACG Dev/Gft Bskts</b>	Review on quarterly basis	Review on quarterly basis
c	Evaluate past giving history for ACG and FoF	<b>Finance Dev/Friends Dev/Endwmnt Dev/ACG Dev/Gft Bskts</b>	Review on quarterly basis; pursue leads that arise from review; recognize long-term contributors	Review on quarterly basis; pursue leads that arise from review; recognize long-term contributors

**Goal 8: To build, retain and support a viable Foundation board**

**Strategy 1: Identify the assets needed on the board to lead the foundation to achieve its mission through educating and empowering the board members**

a	Identify areas of expertise needed to have board of excellence	<b>Nominating</b>	Review board member application to ensure adequate information is requested	Execute annually
b	Maintain a Board profile inventory identifying current areas of expertise	<b>Nominating</b>	Develop profile	Execute annually
c	Develop a recruitment strategy to fill positions with expertise needed	<b>Nominating</b>	Develop strategy and use to target board needs in vacant regions	Develop strategy and use to target board needs in vacant regions
d	Promote leadership to improve Board performance	<b>Nominating</b>	Execute annually	Execute annually
e	Determine Board training needs	<b>Nominating</b>	Execute annually	Execute annually

**Strategy 2: Develop Policy Manual for District Foundation with appropriate supporting documents**

a	Develop/review policy manual of foundation	<b>Governance Cmt Chairs</b>	Committee Chairs to review individual policies and submit any needed revisions to Governace for full review	Committee Chairs to review individual policies and submit any needed revisions to Governace for full review
c	Review Organizational Documents	<b>Governance Finance</b>	Ensure documents are current; file any amendments to the bylaws with the state and Form 990 with IRS	Ensure documents are current; file any amendments to the bylaws with the state and Form 990 with IRS
d	Develop Job Descriptions for Board Member and Officers	<b>Governance Nominating</b>	Complete review of Board Member and Office Job descriptions and update as required	Complete review of Board Member and Office Job descriptions and update as required

**Strategy 3: Conduct orientation session for all board members**

a	Evaluate level of understanding within the Board to determine training needs	<b>Exec Brd</b>	Execute annually	Execute annually
---	--	-----------------	------------------	------------------