Key Priorities:
We identified these as our KEY PRIORITIES. We’ve updated with staff goals and expansion that will be a priority in 2019 moving forward to our goal of 2,500 active members and $2.5 million by 2025.

Growth of high quality programs: Pivot to online and eventually hybrid
Champions: Laura Varon Brown, Megan Nikolich, Jan Miller
- Increase the number of support groups and clinical groups at Lake House & Durfee
- Integrate Detroit/Durfee and Lake House location fully under umbrella and mission
- Increase attendance for family support groups, teen programing – affiliate wide
- Strong contract facilitator check-in to ensure retention and buy in
- Increase invited professionals to Networking Groups

Sustainable financial stability – Fund for the Future playing a key role
Champions: Laura Varon Brown, Laura Wakefield, Megan Hengesbaugh
- Prospecting new areas with focus on Detroit/Durfee and the eastside/Lake House
- On-going analysis of current giving data
- Focus on new sponsor and grant prospects
- Board outreach to new prospects
- Expand reach to secure in-kind donations, curbing expenses
- Analyze reduction of expenses; in-kind opportunities
- Legacy of Hope/Fund for the Future growth – Silent campaign in 2021
- Planned Giving push

Targeted, purposeful outreach, marketing throughout Detroit and metro Detroit
Champion: Megan Hengesbaugh, Megan Nikolich (Program), Brianna Ianni (Volunteers)
- General awareness campaign – billboards, earned media and internal efforts
- Analyze data and identify market trends in member population, diagnosis and penetration
- Training key volunteers for speaking and presentations – and hybrid, virtual volunteering
- Volunteer opportunities for major sponsor engagement

Highly engaged Board and Staff
Champion: Laura Varon Brown, Megan Hengesbaugh
- Monthly brainstorm with staff to see how we are doing against our goals
- Quarterly board check-in and brainstorm on how we are doing against our goals
- Volunteer opportunities for Board members

Maximize use of Gilda’s Clubhouse – including “tent city” for COVID response
Champions: Megan/Program; Laura Wakefield/Development; Megan Hengesbaugh/3rd Party; Brianna Ianni/volunteers
- Continue growth with volunteer programs with local businesses/organizations
- Offsite location branding/signage maximizing options at other partner sites