

Cumberland County United Fund

Strategic Plan – 2020-2023

Goals and Strategies

I. Cumberland County United Fund will strengthen its board of directors, governance and effectiveness.

- A. Review and revise bylaws
 - 1. Terms of office for directors, officers and honorary members
 - 2. Voting structure at Annual Meeting
- B. Develop uniform process for recruitment of board members that includes diversity
- C. Continue performing organizational evaluation for effectiveness
 - 1. Board as a whole
 - 2. Individual board members
- E. Conduct new board member “get-to-know-you” social, orientation and training
- F. Improve communication between executive director, officers and board members
 - 1. Develop and share comprehensive calendar
 - 2. Develop email groups and listserv
 - 3. Build in time before or after board meetings for team building interactions
 - 4. Develop uniform process for committees to share their minutes/notes
 - 5. Board members’ contact information shared internally
- G. Restructure Annual Meeting
- H. Update GuideStar profile to receive a seal of transparency
- I. 100% board participation in fundraising initiatives

II. Cumberland County United Fund will build connections and grow communication to increase public awareness of its organization and the agencies it supports.

- A. Review and update website and Facebook regularly
- B. Grow distribution lists via listserv
- C. Participate in community affairs where information can be shared
- D. Engage in strategic partnerships and formal alliances with other organizations

- E. Advertise via billboards
- F. Update GuideStar profile to receive a seal of transparency
- G. Continue participation with CMC and Horizon Initiatives
- H. Hold "Get to know your CCUF" event(s) including partner agency participation
- I. Quarterly press releases

III. Cumberland County United Fund will remain a fiscally sound organization.

- A. 100% board giving
- B. Expand business, corporate, private and individual donations
- C. Market planned giving
- D. Enhance current fundraising events (golf tournament, dinner/auction)
- E. Maintain reserve funds
- F. Secure at least one large company to implement new payroll giving campaign
 - 1. Develop target list of businesses
 - 2. Determine teams/individuals to make contact
 - 3. Schedule presentations
- G. Develop visual flow chart of when campaign pledges and contributions are received and the fiscal year those funds are budgeted for agency payouts
- H. Increase board support of fundraising events and initiatives