Connect to Greatness, Inc.
Strategic Plan 2021-2023

1. Personnel Recruitment
2. Marketing & Branding Strategy
3. Funding & Fundraising

<table>
<thead>
<tr>
<th>Personnel</th>
<th>Personnel includes acquiring paid consultants/staff for the programs and overall agency management.</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMART Goal #1</td>
<td>Hire a part-time Executive Director, Recruit and hire at least 2 part-time key personnel to serve the Boys to Men Leadership Academy and the overall organizational management by the end of the next fiscal year October 2022</td>
</tr>
<tr>
<td>Lead Person/Team</td>
<td>Human Resources Committee led by Board members Hardy and Gibson</td>
</tr>
<tr>
<td>Progress/Timeline</td>
<td>In progress. A part-time Executive Director and a part-time Program Manager has been hired.</td>
</tr>
<tr>
<td>Timeline</td>
<td>End of the current fiscal year 2022</td>
</tr>
<tr>
<td>Targets</td>
<td>1-Part-time Executive Director, 1-Part-time consultant/coordinator, 1-Part-time Program Manager</td>
</tr>
</tbody>
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Updated 11/2021
<table>
<thead>
<tr>
<th>Tactic 1</th>
<th>Create job descriptions for part-time Executive Director Consultants/coordinators Program Managers</th>
<th>Human Resources Committee led by Board members Hardy and Gibson</th>
<th>Complete</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Priority Level</strong></td>
<td><strong>High</strong></td>
<td><strong>Updated 11/2021</strong></td>
<td></td>
</tr>
<tr>
<td>Tactic 2</td>
<td>Raise funds and hire a part-time Executive Director $40,000 coordinator/consultant @$30,000 Program manager $10,000</td>
<td>Human Resources Committee led by Board members Hardy and Gibson</td>
<td>In progress</td>
</tr>
</tbody>
</table>
Marketing
Marketing includes how to brand who we are via our materials and social platforms.

<table>
<thead>
<tr>
<th>SMART Goal #2</th>
<th>Lead Person/Team</th>
<th>Progress/Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acquire a partner to support creating brand consistency across social platforms and materials including logos</td>
<td>President and Marketing Committee led by Board member Sagacity</td>
<td></td>
</tr>
</tbody>
</table>

**Timeline**
January 2022- October 2022

**Targets**
Identify and engage 1, partner, to review and revamp the website, ensure logo consistency across platforms, review social media sites, and create organizational letterhead.

**Tactic 1**
Vet and select organizations to engage in the marketing work.

**Tactic 2**
Review website, make recommendations, and provide new website mock-up.

**Tactic 3**
Launch new website and discontinue current site across platforms.

| Priority Level | High |

Updated 11/2021
Fundraising
Create a fundraising plan for the following program years:
2021-2022: $150,000
2022-2023: $160,000
**This includes funds for the part-time consultant and Executive Director.

<table>
<thead>
<tr>
<th>SMART Goal #4</th>
<th>Lead Person/Team</th>
<th>Progress/Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify 3-5 additional funding opportunities such as grants, federal grants, and long-term endowment funds opportunities.</td>
<td>Fund development committee led by Board member Owens in consultation with grant writer</td>
<td></td>
</tr>
</tbody>
</table>

**Timeline**
- October, 2021-October 2022

**Targets**
- Complete applications to 3-4 identified sources for additional funding.

**Tactic 1**
- Connect with 2 current funders to build a case for increased funding for the new year.

**Tactic 2**
- Identify at least 1 new funding opportunity via a grant, etc.

**Tactic 3**
- Identify potential in-kind partnerships for program expenses such as food, incentives, etc.

Updated 11/2021
Tactic 4
Remind Board members to give according to their individual plan to meet their fundraising goal

Fund development committee led by Board member Owens in consultation with grant writer

In progress

Priority Level
High

Connect to Great Strategic Plan 2021-2023

Goals: Identify top priorities for the organization:

1. Funding and fundraising Goals
2. Marketing and Branding Strategy
3. Personnel and Volunteers Recruitment

Updated 11/2021