







Collier Child Care Resources, Inc. Strategic Plan 2019- 2022

Mission	Vision	Approach	Objective 1	Objective 2	Objective 3	Objective 4
<p>We strengthen and enrich the lives of underserved children and families in Collier County through high quality early childhood education.</p> 	<p>Inspire children's love for lifelong learning</p> 	<ul style="list-style-type: none"> • <i>Scholarships</i> • <i>Nature and Art</i> • <i>Encourage Children</i> • <i>Engage Families</i> 	<p>Maintain and leverage the highest quality of early childhood care and education.</p> 	<p>Build brand understanding and grow overall awareness of the organization.</p> 	<p>Develop the infrastructure and capabilities to support a contemporary fundraising operation.</p> 	<p><i>Launch a Capital Campaign</i></p> 

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HIGH QUALITY OBJECTIVE	BRAND OBJECTIVE		INFRASTRUCTURE OBJECTIVE		CAPITAL CAMPAIGN OBJECTIVE	
Strategy	Strategy 1	Strategy 2	Strategy 1	Strategy 2	Strategy 1	Strategy 2
<p>Continual Improvement in all tenets of Reggio Emilia-inspired early childhood learning.</p> 	<p>Brand Repositioning Campaign</p> 	<p>Annual Marketing Calendar</p> 	<p>Fundraising, Donor Cultivation, Ongoing Stewardship</p> 	<p>Annual Giving, Foundations, Recurring Gifts Program</p> 	<p>Create a Comprehensive Plan and Strong Case for Support</p> 	<p><i>Secure Pre-Launch Lead Gifts</i></p> 