In 2018, FFP Board approved a 5-Year Plan based on the FFP Strategic Plan Framework.

- Little data existed then so we have been gathering baseline/benchmark data
- Aspirational long-range goals were set in some areas
- At close of 2021, a plan refresh will be conducted using 3-year timeframe

2021 Strategic Planning

- Proposed Plan & Trustee Strategy Sessions
  Trustee discussion focused on:
  - Proposed Metrics

Budget – See “Proposed 2021 Budget”
Objectives

1. Mobilize the profession to increase engagement in pro bono service

2. Increase FFP’s financial capacity in order to grow our grant funding & program services

3. Expand access to and impact of pro bono financial planning programs for at-risk individuals and families

4. Grow awareness and visibility of FFP and pro bono financial planning
Long-range Planning

Objectives

1. Mobilize the profession to increase engagement in pro bono service

2. Increase FFP’s financial capacity in order to grow our grant funding & program services

3. Expand access to and impact of pro bono financial planning programs for at-risk individuals and families

4. Grow awareness and visibility of FFP and pro bono financial planning

Aspirational Targets

75% of all CFP professionals are providing some form of pro bono service annually.

Benchmark: In 2019, 66% of CFPs reported doing pro bono work (31 hours on average)*

A minimum of $2M in new gifts/pledges raised annually. FFP endowment reaches $30M.

Benchmark: Currently raising between $1.1-1.4M. Endowment $24.2M.

FFP able to spend $1.5 on grants & programs annually.

Benchmark: Current G&P spend roughly $1.2 M.

75% of all CFPs have heard of FFP.

Benchmark: In 2019, 45% of CFPs had heard of FFP*

* CFP Board 2019 Certificant Survey
2021 Planning
Goal 1: Continue to advance “pro bono movement” among profession’s leaders

- Leverage CFP Board to do more for pro bono, advocating for 25-hour service recommendation. Line up more endorsing organizations.
- Convene second Pro Bono Summit for CEOs of leading nonprofits to drive further collaboration.
- Recognize pro bono excellence in Registered Program and FPA Chapter via co-branded awards with partners

Goal 2: Lower barriers to pro bono service

- Collaborate with CAC members, leading RIAs, other major players to embrace pro bono as part of corporate cultures
- Recruit and leverage experts to assuage risk/compliance concerns of some organizations regarding pro bono; continue to promote our E&O insurance coverage
Objective: Mobilize Profession

Strategies

- Partner to advance tech solutions that enable advisors to more easily serve pro bono clients
  - Work with grantees, pro bono advisors/clients to develop ‘standards’ we can use to assess tech solutions for pro bono engagements; endorse/offer FFP ‘seal of approval,’ promote tech to pro bono stakeholders
  - Conduct outreach to fintechs to encourage addition of pro bono functionality to their platforms
  - Create a forum for idea sharing among fintech providers that seek to integrate pro bono financial planning into their platforms; build momentum for market to create pro bono tools/functionality
- Continue to grow ProBonoPlannerMatch.org, possibly integrating with broader tech solution(s)

Goal 3:
Develop and drive approach to enable pro bono service through the tech ecosystem used in financial advice
Objective: Expand Access & Impact

Goal 1: Advance pro bono planning programs, including those serving targeted groups affected by COVID-19 crisis.

Goal 2: Work with partners to optimize tech tools and resources for pro bono engagements.

Strategies

- Grow programs serving people with cancer, at-risk seniors, people of color. Assess program for vulnerable nurses and scale if warranted.
- Recruit CFPs to serve in above programs, engaging new partners and attracting more financial support.
- Maintain and update FFP’s COVID resource center.
- Manage and support our 2021 grantees; plan and execute our grant cycle for program funding to begin in January 2022.
- Better integrate financial coaching and financial planning where feasible to create models for “financial continuum of care.”

- Launch all-new “Pro Bono 101” Volunteer Training and curate additional educational resources for serving LMI groups. (See also Tech Solutions Strategy on slide x).
- Increase use of ProBonoPlannerMatch.org among nonprofit organizations and financial planners.
Objective: Increase Financial Capacity

Goal 1: Launch new campaign to engage larger ($5B+) RIAs

- Develop strong value proposition, including employee engagement/volunteerism component
- Identify areas for special visibility, including through growing our donated ad and media reach
- Plan virtual recruiting event featuring key FFP corporate leaders with strong ties to RIAs; promote as networking and learning opportunity
- Zero in on RIA prospects with strongest financial planning focus

Goal 2: Add new Corporate 100 Club members

- Steward current C100 members by assisting them in assessing policies/practices re: pro bono and making improvements; continue working with C100 companies’ staff on content, media opportunities, etc.
- Build on value proposition with potential new networking and engagement opportunities for CAC members and staff; expand visibility opportunities
- Work closely with current CAC members on prospecting new leads; renew any C100 members whose pledges finish 2020-21

Strategies
Objective:
Increase Financial Capacity

Goal 3:
Increase individual giving from 2020, engage new donors

Strategies

• Keep current and promote our top ratings from Charity Navigator and GuideStar
• Evolve messaging tied to COVID-19 as circumstances change; work with Development Committee to determine which themes will best resonate with donors
• Leverage our CAC, new board members, media partners and others to access new channels and events that reach new potential donors
• Continue to promote great success of Pro Bono for Cancer effort and other programs like our work with military
• Roll out new social media project featuring short video testimonials from donors and volunteers throughout the year
• Plan virtual networking/fundraising event for early fall
• Hire Development Manager to focus on growing individual donor portfolio and increasing current donors’ giving levels
Objective: Grow Awareness

Goal 1: Work with FFP’s strategic marketing firm to build on 2020 media success, securing at least as many earned media placements.

Strategies

- Execute quarterly marketing plan with FiComm to grow awareness of FFP/pro bono, using “burning platform” of COVID and aftermath.
- Begin aggressive messaging around FFP tech innovation, starting with Q1 press announcement tied to ProBonoPlannerMatch.org and its success to date.
- Partner with incoming RIA Impact Partners to cultivate new stories about volunteerism.
- Continue and expand partnerships with key media partners to place ads, amplify pro bono success stories.
- Follow CAC joint statement with additional content leveraging media interest in our corporate leaders and CFP Board potential recommendations.
- Leverage virtual (and possibly in-person) events and conferences to reach new audiences; secure new partners who may offer event exposure (e.g., MarketCounsel, new C100 members).
- Motivate and support donors/volunteers to become public advocates for pro bono, including creating content for RIA partners’ websites, client outreach materials, etc.
Objective: Grow Awareness

Strategies

- Leverage data analytics to further enhance our social content and grow our followers
- Develop and deploy new social media video strategy, including short video testimonials from donors and volunteers throughout the year
- Partner with C100 members, RIA Impact Partners and grantees to create content for cross-promotion like quote cards, infographics, videos and more.

Goal 2: Enrich and deepen FFP’s social media presence