

2022 Strategic Plan - Amarillo Angels

Strengths

Consistent

Focus

Purpose

Open-minded vision

Ideas

Community generosity

Strong leadership and director

Quality employees and interns

Determined families

Weaknesses

Recruitment of volunteers in program areas

Lack of successful fundraising events/emphasis in 2021

Name recognition

Capacity of current team

Long wait times for some families/mentees to receive Love Box groups/Mentors

Opportunities

Panhandle Gives

New team members/energy

Increase monthly donors

Signature events are being created

Volunteer appreciation

Utilizing local influencers to spread our mission and vision

Waitlist families

New Leads

Grants, youth groups, churches

WT/AC School clubs – packing parties

Threats

Burnout

Succession and Care Plan – Emergency Leave, Funding plan

Mission drift

D2D long term

COVID

Strategic Goals

- 1. Increase the longevity of foster homes in the Texas Panhandle and South Plains.**
- 2. Serve every child, youth and family experiencing foster care in the Texas Panhandle and South Plains.**
- 3. Help every youth experiencing foster care to transition into adulthood with a purpose and plan for a successful future.**

KPIs:

Program Goals:

Goal 1: Reduce wait times for families/mentees to be matched

- a. Determine the average length of time a family/mentee has waited to be matched
- b. Create a simple system of tracking the average length of time for match
- c. Identify and recruit leads in specific zip codes to reach families and mentees
 - i. Create sponsored posts on social media to communities, demographics, ages in identified zip codes
- d. Case management team will create and implement strategies and methods to serve wait list families/mentees multiple times a year
- e. Case management team will report quarterly to the board the average wait time for families and mentees
- f. Explore and implement ways to keep Love Box groups and Dare to Dream mentors actively engaged when there is a change in group or mentee status

Goal 2: Create a WTAMU volunteer group to serve the students on the tuition waiver.

- a. Identify a board member who will lead this initiative and work with case management staff and WTAMU foster care contact
- b. Create and post social media/newsletter content for recruitment of volunteers
- c. Board lead will work with case management to support students at WTAMU

Goal 3: Increase the average length of service for our Love Box groups.

- a. Intern will research the historical average length of service for our Love Box groups
- b. Intern will develop a simple tracking system to allow quarterly updates on this number
- c. Case management team will report to the board quarterly their findings

Goal 4: Serve 250 children in the Love Box and Dare to Dream programs in 2022

- a. Hire a part-time case manager in 3rd quarter

Goal 5: Create an internal committee to support program activities and staff

Goal 6: Continue to recruit and retain high quality social work interns

Board Development Goals:

Goal 1: Identify individual board members strengths, passions and expertise

- a. Train each board member to present to small and large groups effectively and accurately so recruitment/speaking/community engagement/donor recruitment opportunities can be delegated as appropriate to amplify our message
- b. Assign board committee responsibilities using board members, strengths, passions and expertise

Goal 2: Increase the board to fourteen members

- a. Analyze and identify any skill set deficits on the board and target and recruit the remaining positions accordingly
- b. Identify and recruit board members who can offset any skill deficits on the board

Goal 3: Create the following board committees and responsibilities for each

- a. Fundraising/Financial
- b. Marketing
- c. Program
- d. Volunteer Recruitment and Retention
- e. Faith Partnerships
- f. Board Development
- g. Community Engagement

Goal 4: Plan two social events annually for the board

Goal 5: Complete and approve board policy around board term limits, rotation and the election of officers

- a. Elect 2023 officers in February of 2022
- b. Develop and implement transition plans

Financial/Fundraising Goals:

Goal 1: Raise \$250,900 in 2022 through the following initiatives and events

- a. Mom Prom - April 2, 2022
- b. The Panhandle Gives - November 2022
- c. Food Fight for Foster Care - October 2022
- d. Double Angel Alliance members- Spring 2022
- e. Golf Tournament ???

Goal 2: Create an internal board Finance/Fundraising committee to explore an emergency fund for unexpected expenses (i.e. – Executive Director temporary or permanent replacement etc)

- a. Committee will explore additional ways to make financial donations such as:
 - Text to give options within Flipcause
 - Venmo
 - Others
- b. Committee will research additional revenue streams and assist Executive Director with implementation when appropriate

Marketing Goals:

Goal 1: Develop video/social media assets that share our mission, vision and local stories for social media and fundraising campaigns

Goal 2: Create a Marketing/Media board committee

- a. Analyze past marketing initiatives and create marketing goals for 2022
- b. To explore and recommend a more permanent solution for social media content creation and management
- c. Angel Wing mural
- d. Seek company or individual to donate media/marketing services
- e. Support Executive Director in all marketing goals
- f. Assist in testing and measuring the effectiveness of our marketing strategies

Goal 3: Develop marketing campaign for spring 2022 to encourage small donors to become a part of the Angel Alliance

Goal 4: Create a campaign spotlighting volunteers in conjunction with the Volunteer Recruitment and Retention Committee

Goal 5: Explore recruitment of a marketing intern

Administration Goals:

Goal 1: Hire a part-time operations director in Q1 of 2022

Goal 2: Create and execute a system of board committees to allow delegation of duties/action items

Goal 3: Schedule two opportunities in 2022 for case management team to bond and recharge

Goal 4: Increase time on calendar to develop and follow-up on leads in the following areas:

- Speaking engagements
- Steward donors
- Recruitment of volunteers and donors
- Create and strengthen business connections
- Community networking

Goal 5: Continue to recruit and maintain interns to support organizational tasks and goals

Community Engagement Goals:

~~Create a Community Engagement board committee~~

Goal 1: Support Executive Director in developing business connections/networking, securing speaking engagements, etc.

- a. Create a speaking engagement list/calendar (along with Board Dev Committee)
 - Increase speaking engagements and expand range of groups we are speaking to by ___% (discuss with ED)
- b. Attend events to provide support
- c. Assist with following up with event attendees
 - Possible post-event form with info/notes from ED to follow up
 - Commitment cards at events?
- d. Assist case management staff and volunteer recruitment committee with volunteer appreciation event
 - *Event on hold for 2022. Would like to get the volunteer community built up a little more before that.*

Volunteer Recruitment and Retention Goals:

Goal 1: Create a Volunteer Recruitment and Retention board committee

Goal 2: Working in conjunction with the Programs committee and case management team, host mixers with Love Box groups and volunteers

Goal 3: Working with the Community Engagement board committee and case management staff host a volunteer appreciation event

a. Explore using angel wings as a thank you to volunteers

Goal 4: In conjunction with the Community Engagement board committee, identify untapped volunteer groups in our community

Events (Program and Fundraising)

Event focus – three a year

Panhandle Gives

Monthly givers

Follow up – Contact those who signed up for events (RSVPs to go up)

Promoting volunteers