“Through a partnership of trained volunteers and professional staff, the Suicide and Crisis Center will provide leadership in the field of suicide prevention and crisis intervention and respond with quality service to all persons in crisis, especially suicidal crisis.”

I. ADVANCE THE MISSION OF THE AGENCY

Evaluate the current programs and create a plan to increase the number of people served per year at a rate of 10% increase per year.

Survivors of Suicide Grief Groups:

1. Develop and implement a complete marketing initiative to increase group participants and promote the program to mental health professionals, funeral homes, hospitals, and at-risk clients, i.e. teens, children, elderly and gay populations;

2. Research additional locations for eight-week groups;

3. Investigate potential program growth with other populations, i.e. children, teen and at-risk populations;

4. Develop collaborations with existing grief support groups that do not specialize in suicide;

5. Recruit more facilitators through the Survivors of Suicide program and professional associations.

Crisis Line:

1. Create and implement a volunteer recruitment plan to increase the number of new volunteers and promote volunteer retention. The plan will define the maximum number of volunteers needed and create a recruitment timeline;

2. Develop new and enhance existing city and county collaborations, i.e. police, fire departments, EMT, sheriff, 911 dispatchers to participate in 10 week / 1 year crisis line internship;

3. Investigate the possibility of joining an existing crisis text line.
Crisis Debriefing:

1. Add a more significant description of the service to the website;
2. Market the service to funeral homes and hospitals;
3. Recruit a group of crisis workers and clinical advisory board members to form teams to respond in time of crisis.

Professional In-Service:

1. Include professional in-service in any marketing materials that are developed;
2. Increase collaboration with entities that utilize professional training (i.e. universities, LPCs, school systems);
3. Continue to seek professionals, such as the Clinical Advisory Board members to help with the delivery of this training.

II. STABILIZE FINANCIAL SUPPORT

Plan and implement a diverse and comprehensive fund development plan that will stabilize the Center’s financial needs and support program growth

Objectives / Strategies

1. Train and engage the Board in fundraising activities. Develop a consistent “Fundraising Package” that can be used to solicit funds or promote the agency.
2. Review the written policy defining the long-term goals for SCCenter Investments, (i.e. define growth amount and reinvest to create an income to support the Center’s operating expenses. Continue to review investments through Investment Committee of the board.)
3. Create a Sustainability Campaign committee that will develop and implement a campaign strategy with our current major donors as well as new donors.
4. Identify new sources for grant income at a rate of six new foundations per year.
III. PUBLIC RELATIONS/MARKETING

Increase awareness of the Center and its services and broaden the base of financial support

1. Pinpoint our target audience—we need to target the mental health professionals, school counselors, physicians, social workers (those who can refer the people we serve);

2. Develop marketing and promotional pieces. Need a consistent look for all materials, in tone and graphics;

3. Enhance and broaden our social media presence.

IV. ADMINISTRATIVE

1. Develop a comprehensive plan for recruiting new board members with specific talents, expertise, and connections;

2. Continue to evaluate job functions and the need for specific staff;

3. Review by-laws for timeliness and adequacy to meet the Center’s current functioning.

V. TEEN PROGRAMMING

1. Continue to market to schools in the D/FW Area;

2. Expand to 170 schools by 2019;

3. Increase numbers of adolescents screened by 10 percent each year;

4. Increase numbers of trainings delivered to parents and teachers by 10 percent each year.

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