Strategic Plan

October 2022 - September 2025
Vision
Until every child reads.

Mission
Reading Is Fundamental is committed to a literate America by inspiring a passion for reading among all children, providing quality content to make an impact, and engaging communities in the solution to give every child the fundamentals for success.

Our Core Philosophy
To drive the joy of reading, a catalyst for skilled reading.
Reading Is Fundamental’s (RIF) Strategic Goals

For this three-year strategic plan, RIF has identified three strategic goals along with corresponding metrics and strategies that will guide the focus of our work centered around achieving greater IMPACT, AWARENESS, and SUSTAINABILITY as we approach the organization’s 60th anniversary.

Impact Goal: Deepen our impact through strategic program innovation.

**Strategies**

1. Extend content and programming to support children from birth through 8th grade.
2. Build innovative, relatable, scalable solutions that build capacity for educators and families through school and school adjacent activities.
3. Position RIF to comprehensively serve the growing population of multilingual learners.

**Success Metrics**

a. Demonstrate through research that RIF programs drive joy in reading.
b. Demonstrate through research that increases in joy improve reading outcomes for 60% of students.
c. Expand the number of educators benefiting from RIF programs by diversifying the student age and language demographics in 50% of our program sites.

Awareness Goal: Deepen and expand relationships with literacy advocates.

**Strategies**

1. Align communications strategies to support RIF’s goals.
2. Aggressively grow RIF’s audiences on all platforms.
3. Strengthen the engagement of current audiences.
4. Create and execute purposeful, innovative thought leadership campaigns.

**Success Metrics**

a. More people are aware of and accessing RIF programs and resources.
b. More people see the importance of the joy of reading and see RIF as a thought leader in elevating the importance of the joy of reading.
Sustainability Goal: Ensure sustainable, long-term growth through accelerating revenue generation.

**Strategies**

1. Grow sources of unrestricted funding.
2. Increase revenue from restricted funding sources.
3. Innovate and scale non-traditional revenue streams.

**Success Metrics**

a. Increase programmatic impact by doubling restricted revenue through multi-year corporate, foundation, and government grant partnerships.

b. Increase financial sustainability by doubling both our individual donor base and unrestricted revenue.

*Over the next three years, RIF will integrate the joy of reading with the science of reading as its overarching core philosophy and strategic imperative.*

**SCIENCE OF READING + JOY OF READING**

*Based on Scarborough’s Reading Rope*
Our Strategic Planning Process

Our comprehensive and inclusive strategic planning process began in October 2021, focusing first on a staff engagement exercise to garner inputs and feedback. In February 2022, we held an initial executive staff retreat, a focus group with the RIF Board of Directors, stakeholder interviews, and a network survey which was distributed to our staff and partners, including educators, parents, volunteers, and donors. Throughout these conversations and the survey, we learned our community’s perspectives on our strengths, challenges, problems, how we should grow, and where we should focus our efforts for children’s literacy over the coming years.

In addition to conversations and the survey as well as insights from our staff and stakeholders, our consultants at Brighter Strategies conducted a review of the landscape of literacy organizations to identify met and unmet needs for young readers across the country. We continued conversations about how we can and should address unmet needs and build on our strengths to most effectively make progress toward our vision “until every child reads”.

The result of our strategic planning process is affirmed vision and mission statements, three strategic goals articulating where we need to focus our energy over the coming years, as well as overarching metrics. Although this is a three-year plan, we were thoughtful about including strategies that will prepare us to achieve new bold goals to achieve our mission during our next strategic plan. Elsewhere, our team has already created detailed implementation plans ensuring our progress is measurable, accountable, and resourced.

With this plan, we believe that RIF will be able to continue our efforts for years to come to ensure every child has the opportunities that literacy provides.

Thank you to the many partners, educators, parents, volunteers, board members, and staff who contributed their insights to inform this strategic plan.