2020-2022 Strategy

Goal: Strengthen Board and Organizational Capacity

Objectives
1. Increase Board capacity to support SS’s strategic goals
2. Create staff capacity to lead SS to achieve strategic goals
3. Improve operational efficiency by streamlining administrative processes

Strategies/Key Action
1. Establish Governance & Nominating Committee and onboarding process for new Board members
   a. Define criteria
   b. Recruitment (committee vetting process)
   c. Application
   d. Orientation

2. Be intentional in Board recruitment for diversity and talent/skills gaps
   a. Diversity and Geography
   b. Philanthropy
   c. PR/Marketing Strategist
   d. Government/Public Policy
   e. Medical
   f. Nonprofit Executive
   g. Trust/Estate Attorney or Financial Planner
   h. Patient Family

3. Formalize and active Board Committee structure with defined work scope
   a. Executive (includes strategic planning)
   b. Governance and Nominating
   c. Finance/Audit (to potentially include technology)
   d. Development
   e. Events
   f. Marketing and Communications
   g. Medical Advisory
   h. Torch35

4. Hire a full-time Executive Director
   a. Job description and expectations
   b. Compensation package
   c. Evaluation process

5. Research and implement integrated technology solutions

Mission: To increase awareness of childhood cancers and fund research for less toxic, more targeted childhood cancer cures
2020-2022 Strategy

Goal: Fund $1M in Research Annually

Objectives
1. Build financial and fundraising infrastructure
2. Increase total annual revenue to $1.5 million
3. Incorporate a culture of fundraising throughout the organization

Strategies/Key Action
1. Strengthen financial infrastructure
   a. Budgeting
   b. Reporting
   c. Integrated technology

2. Develop and implement an annual fundraising plan with diverse revenue streams and a process to track and measure results
   a. Individual philanthropy
   b. Corporate sponsors
   c. Local and national grants
   d. Charitable trusts and other planned giving tools
   e. Local and national events
   f. Community fundraising campaigns
   g. Online store
   h. Torch35

3. Establish national corporate funding partnerships
   a. Co-branding
   b. Direct support

4. Activate, monitor, and support Board engagement in fundraising
   a. Utilize annual commitment form
   b. Track annual Give/Get
   c. Board member hosted events
   d. Connect 5 new donor leads annually

Mission: To increase awareness of childhood cancers and fund research for less toxic, more targeted childhood cancer cures
2020-2022 Strategy

Goal: Invigorate Our Brand

Objectives
1. Increase awareness of SS at the local, state, and national level
2. SebastianStrong is seen as the “go to” source for questions and conversations related to childhood cancer awareness and research
3. Increase the influence of SS in research funding, policy, and advocacy

Strategies/Key Action
1. Define the marketing/PR vision and brand standards
2. Create impact messaging
   a. Relevant, focused, and compelling
   b. Distinctive and authentic
   c. Consistent delivery
3. Develop and implement an annual communications plan to drive awareness and fundraising with a process to track and measure ROI
   a. Local and national media (tv, radio, print, online)
   b. Social media (Facebook, Instagram, Twitter, YouTube)
   c. Website
   d. Email, newsletters
   e. Text/mobile
   f. Print and digital ads
   g. Print materials
   h. Paid search
   i. Community education/engagement events
   j. Advocate marketing
4. Allocate sufficient resources and ensure supportive technology