


FOUNDATION	STRATEGIC OBJECTIVES - 2023	KPIs
<p>Our Mission</p>	<p>Clients (Financial Coaching, Education)</p>	<p>Our Guiding Principles</p>
<p>We provide personalized financial coaching and education to help the newly widowed gain clarity, confidence, and peace of mind.</p>	<ol style="list-style-type: none"> 1. Continue to raise awareness of the financial coaching program. 2. Continue to recruit coaches in new states to enhance the client experience. 3. Transform clients into raving fans by personalizing their experience after the engagement. 4. Create private Facebook group. 5. Create and implement 2nd edition of The New Widow’s Guidebook to Financial Wellness. 6. Enhance training for financial coaches. 7. Launch monthly class for new widows < 90 days (“The Next 90 Days”). 8. Expand and enhance website resources. 9. Introduce online DIY tool. 	<ol style="list-style-type: none"> 1. Create attention by leveraging innovation and technology uniquely, boldly. 2. Transform clients into raving fans by creating a highly memorable experience. 3. Cultivate an audacious culture that rewards aggressive engagement, entrepreneurial courage, and thought leadership.
<p>Our Vision</p>		
<p>To ensure all widowed persons have access to financial literacy education.</p>		
<p>Our Values</p>	<p>Community (Business Development)</p>	
<p>Wings for Widows is a scripture-based, heart-led organization. Our core values are Faith, Partnership, Respect, Quality, and Education. We strive to:</p> <ul style="list-style-type: none"> • Show compassion and empathy • Display positivity • Be responsive • Build community • Foster teamwork and collaboration • Demonstrate courage and confidence • Engage in effective and clear communication • Be open to new ideas and innovation 	<ol style="list-style-type: none"> 1. Continue to build relationship with Soaring Spirits/Camp Widow. 2. Grow our referral partner relationships (Tier 1 and Tier 2). 3. Conduct local community outreach (beginning with Hospice channel). 4. Conduct outreach to Veteran community, including website additions and basic support. 5. Conduct outreach to FINLIT providers. 6. Conduct outreach to financial advisor community via FPA and FFP partners. 7. Develop financial advisor “Widow Toolkit.” 	<p>Our Goals</p>
	<p>Organization (Fundraising, Finance, Human Resources)</p>	<ul style="list-style-type: none"> • 800 widows use a service • 600 widows take FWC • 250 widows commence FC • 90 coaches in 30 states • 200 widows complete new class • 100 widows are referred to us • Present to 10 FPA Chapters • 15 referral relationships • 25 new grants/\$40,000 in new revenue • \$250,000 in total revenue • 50% YOY improvement in board effectiveness • Financial review completed
<p>Marketing & Communications</p>	<ul style="list-style-type: none"> • The purpose of Marketing is to support our organization with brand-building materials and resources; protect the brand by ensuring message consistency internally and externally; develop and implement digital and print advertising; support events; and, maintain a current, first-class website. 	 <p>WINGS FOR WIDOWS Guiding Widows to Financial Wellness™</p>