



Strategic Plan - Goals
Building a Culture of Giving and Support for Our Communities

Goal 1: Impact

• **Focus 1: Larger Grants to Make Bigger Impact**

- Recommendation/Guideline for 20223 and 2023 Grants
- Any Committee member, Board member or volunteer will visit Target Nonprofits who is finalist applying for >\$25K
- Significant PR effort around annual grants.
- Incubator/Angel Investor targeted approach to develop and grow nonprofits. In future years, issue more \$10k and \$5k grants then level up \$10k to \$25k level and \$25k to \$50k level.

# of Grants	Grant Amount	Total Give	Locations
5	\$ 50,000	\$ 250,000	Nor Cal, So Cal, Central TX, VA, AZ
5	\$ 25,000	\$ 125,000	Hillsboro, Charlotte, Las Vegas, DFW, Gallatin
10*	\$ 10,000	\$ 100,000	Hawaii, Sacramento, San Francisco, Prineville, Maryland + 5 All locations
12*	\$ 5,000	\$ 60,000	All locations
10	\$ 2,500	\$ 25,000	Emergencies Only (year around)
42		\$ TBD*	

*Final number TBD based on final TRF Budget

• **Focus 2: Increase Number of Service Days and Increase Engagement**

- When: Giving Week at the end of March and 2nd Service Week in Q3.
- Who: Retirees, Field, Office, and Families

• **Focus 3: Programming**

- Camp Rosendin / Camp MPS for the mini camp in Sherman
 - 3- Week Long - All gender camps (target 50% female campers)
 - 2 Mini Camps
 - Total 60 campers
 - Reevaluate number of camps for 2024 based on 2023 actuals



Goal 2: Fund Development

- **Focus 1: Increase Event Based Fundraising by 20%**
 - 2023 - One Annual Event - Golf Tournament due to limited staff resources.
 - Gross Revenue - \$240K-\$250K
 - Net Revenue - \$175,500
 - No Local Fundraisers - We encourage local events, but TRF staff cannot support events.
- **Focus 2: Increase Sustaining Paycheck Contributors to 165 participants (organically)**
- **Focus 3: Secure Annual Sponsorship of \$100K**
- **Focus 4: Explore a distributed model regarding local fundraising**
 - Building Strategy around local events
 - Create a Toolkit for Local Fundraisers focused on Processes for 2024

Goal 3: Operations

- **Focus 1: Marketing Support to focus on Branding, Newsletters, Graphic Arts and Social Media Strategy and Implementation**
- **Focus 2: Streamline Operations and delegation to committees**
- **Focus 3: Board support regarding protection of TRF Staff time**

Goal 4: Public Relations

- **Focus 1: Favorable public perception internally**
 - Roadshow Ambassador Training - 20 employees
 - Secure process for field outreach utilizing Safety & Superintendents
 - Increase Spotlights - Q&A highlighting donors, volunteers, and employees
 - Communications Committee – division/department monthly staff updates
 - Strengthen Field Branding – Gratitude
- **Focus 2: Favorable public perception external to Rosendin Holdings**
 - Identify news outlets
 - Apply for Awards
 - Increase Media Coverage – potential highlight construction camps
 - Press releases about grants
 - Aim for local media spotlight
 - Work with PR/Marketing Firm

Goal 5: Participation

- **Focus 1: Field Participation**
 - Record In-Kind as participation
 - Increase Committee Involvement (especially on communications committee)
 - Increase Service Day volunteer participation
 - Obtain personal email addresses/texts to share monthly newsletter
 - Mission focused communications - Thanking Them
- **Focus 2: Retirees (NorCal, SoCal, AZ, OR)**
 - Increase Service Day volunteer participation
 - Invite Camp volunteer engagement
 - Community Building
 - Obtain personal email addresses to share volunteer opportunities by geography and monthly newsletters to all
- **Focus 3: Rosendin Holding**
 - Build partnership to increase participation - Culture of Giving
 - Work with Total Rewards Head, Re: Benefit/Reward Program to explore:
 - Adding Paid Time Off for Service Days or Camp volunteering
 - Incorporate Volunteering and Culture of Giving in Performance Review
- **Focus 4: Community Building Teams**
 - Create branding around community building process with the focus of creating one central goal of cultural of giving.
 - Communicate Strategic Plan to the committees and local volunteers
 - Event to announce Foundation Plan - November First
 - Measurements
 - # hours volunteered
 - \$ given
 - In-Kind Donation Collected

Goal 6: Board Governance

- **Focus 1: Define Committee Roles**
- **Focus 2: Define Committee Annual Responsibilities**
- **Focus 3: Create Leadership Pipeline - Are we recruiting the right people?**
- **Focus 4: Semi-Annual Committee Member Meeting**
- **Focus 5: Ease of volunteering with TRF**