

PROGRAM

| ITEM | ACTIVITIES (STRATEGY): | RESPONSIBILITY: | RESOURCES NEEDED: | TIMELINE: | DESIRED OUTCOME & PURPOSE: | MISSION | PROGRESS |
|------|---|--|--|--|--|------------------|--|
| P1 | Review current program delivery methods and add appropriate State Standards to field trip information as changes occur | Program Staff Executive Director Program Committee | Internal documentation completed in 2021, reviewed annually | Publish field trip descriptions by February each year | Outcome: Assessment report published with recommendations for future programs; materials align with State Standards Purpose: Inform improved program approach | ● ● | INITIATION PLANNING EXECUTION CLOSURE |
| P2 | Establish partnership with a new group each year (nursing home, Scouts, Teammates, Headstart) | Program Staff Executive Director Program Committee | Develop Marketing materials and “curriculum” if needed for offerings | By the end of March each year | Outcome: Invite 1-2 new groups on an annual basis Purpose: Reach a broader audience and expand interactions within the community | ● ● ● | INITIATION PLANNING EXECUTION CLOSURE |
| P3 | Establish a fee structure for mission-related entities to increase exposure to the site (Ag Society, schools, Farm Bureau, Corn Growers Association...) | Executive Director Finance Committee | Marketing materials and finalized fee structure | Q3 each year during budget planning (F3) Review every 2 years | Outcome: Increase number of presentations to rental groups to 4 Purpose: Reach a broader audience and expand interactions within the community | ● | INITIATION PLANNING EXECUTION CLOSURE |
| P4 | Host programs to utilize the kitchen | Program Staff Executive Director Program Committee | Guest Presenters/Outside help and partnerships Curriculum Marketing Materials | April 2025 | Outcome: Add 2 programs the first year, 4 year 2, and 8 standard programs by year 3 Purpose: Strengthen farm-to-food connection and make the best use of facilities | ● ● ● | INITIATION PLANNING EXECUTION CLOSURE |
| P5 | Create virtual offerings as packages and to enhance marketing/learning tools | Program Staff Program Committee Executive Director | Equipment (Digital camera, editing software, microphones with windblocking adapters) Teacher input and feedback on virtual offerings before launch | Release & Test Q1 2025 Add more as seasons change | Outcome: Create 1 new virtual offering in 2025, then enhance to 2 packages a year Purpose: Extend offerings into all seasons, making programs year-round, increasing accessibility and visibility of Prairie Loft as an expert in the field | ● ● ● ● | INITIATION PLANNING EXECUTION CLOSURE |
| P6 | Solve transportation needs for summer camp participants | Executive Director Development Committee | Partnership with Headstart and churches of other organization with vans/busses | Q4 2026 Launch Q2 2027 with camp registration | Outcome: Newly forged partnership, removal of barriers to participation for campers Purpose: Ensure PL’s programs remain accessible for everyone | ● ● ● ● | INITIATION PLANNING EXECUTION CLOSURE |

FINANCE

| ITEM | ACTIVITIES (STRATEGY): | RESPONSIBILITY: | RESOURCES NEEDED: | TIMELINE: | DESIRED OUTCOME & PURPOSE: | MISSION | PROGRESS |
|------|--|--|---|---|---|------------------|--|
| F1 | Maintain purchasing power of Prairie Loft's idle cash through low-risk, short term investments; continue fiscally responsible stewardship of donor funds | Executive Director Finance Committee | Investment Policy Annual budget processes Internal Controls Annual Report | Started in 2023 Ongoing | Outcome: Strong internal procedures as an organization that is fiscally responsible with donor funds Purpose: Be prepared to develop endowment opportunities with investment options | ● ● ● ● | INITIATION PLANNING EXECUTION CLOSURE |
| F2 | Increase revenue through rentals to recover construction costs over the lifetime of the facility (BGS) | Executive Director Finance Committee | Updated rental policies and fee structures, dish rental for events, and activated kitchen for more use, manage catering facilitation with facility rentals, coordinator | Ongoing, through 2040 (est) | Outcome: Proportionately recover costs of facility construction over the next 20 years Purpose: Generate revenue, facility use and offering to meet the needs of the community and PL's budget | ● | INITIATION PLANNING EXECUTION CLOSURE |
| F3 | Annual financial review | Finance Committee Treasurer Bookkeeper Executive Director | Annual review of financial statements by a Certified Public Accountant | Ongoing, annual | Outcome: Review and report for grants and compliance Purpose: Compliance and oversight | ● ● ● ● | INITIATION PLANNING EXECUTION CLOSURE |
| F4 | Maintain Strategic 3-year Budget | Executive Director Finance Development Committees | Strategic plan | September- October Annually | Outcome: Alignment with strategic plan Purpose: Proactive outlook | ● ● ● ● | INITIATION PLANNING EXECUTION CLOSURE |
| F5 | Establish, revise, and maintain required written fiscal policies, procedures, and reporting systems | Finance Committee Executive Director | Current Policies Best practice guidelines for financial management Records management system | Last performed February 2022 Review every 3 years (2025) | Outcome: Compiled body of updated and accurate policies, procedures, and reports Purpose: Compliance and oversight | ● ● ● ● | INITIATION PLANNING EXECUTION CLOSURE |

BUILDINGS & GROUNDS

| ITEM | ACTIVITIES (STRATEGY): | RESPONSIBILITY: | RESOURCES NEEDED: | TIMELINE: | DESIRED OUTCOME & PURPOSE: | MISSION | PROGRESS |
|------|--|--|--|--|--|-------------|--|
| BG1 | Complete Shovel Ready Workshop project | Executive Director Buildings & Grounds | \$250,000 matching funds- Capital Campaign, contractor | July 2025 | Outcome: Project completion, successful capital campaign and grant management Purpose: Add rental revenue by offering larger, climate controlled space for conferences, classes and gatherings year-round | ● ● ● | INITIATION PLANNING EXECUTION CLOSURE |
| BG2 | Update 5-year plan for 8.3-acre site renovations | Buildings & Grounds Executive Director Program Manager | Playground, compliance across all locations on property Safety assessment on each site | End of 2026, revisited every 5 years | Outcome: Up-to-date vision for site in its alignment with PL's mission Purpose: Adapt to needs presented by programming and community changes, including facility management and upkeep | ● ● ● | INITIATION PLANNING EXECUTION CLOSURE |
| BG3 | Complete plan & construction in Yost Red Barn | Executive Director Buildings & Grounds Program Manager | Plan and vision for the space (BG2), Site plan, secured funds, contractor, equipment | October 2026- December 2027 | Outcome: Project completion Purpose: Activate space to create program resource focused on livestock and livestock management | ● ● ● | INITIATION PLANNING EXECUTION CLOSURE |
| BG4 | Develop a plan & vision for land owned by the state | Executive Director Buildings & Grounds Program Manager | Continue management, with financial support Land management assessment, true cost breakdown, budget & timeline for management tasks | End of 2027, management agreement ends in 2029 | Outcome: Prepared 10 year plan for state land overseen PL Purpose: Have a clear vision when State land management agreement ends | ● ● ● | INITIATION PLANNING EXECUTION CLOSURE |
| BG5 | Develop strategy around site rentals, regarding E2 | Executive Director Buildings & Grounds | Market study comparing ourselves to other vendors, including amenities, marketing materials (DM2) | Q1 2025 | Outcome: Guidelines for facility rental growth Purpose: Determine optimum usage rate for infrastructure capability | ● ● | INITIATION PLANNING EXECUTION CLOSURE |
| BG6 | Assess needs and staff accordingly to maintain site and buildings | Executive Director Board of Directors | Buildings & Grounds Committee Development Committee Finance Committee Employment resources | Assess annually | Outcome: Sustainable management of facility & land Purpose: Create appropriate division of labor & strategic priorities regarding land & ecosystem management | ● ● | INITIATION PLANNING EXECUTION CLOSURE |

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| BG7 | Update farming plan for 2 fields to include more educational methods, while maintaining profit from crops | Executive Director Buildings & Grounds Program Manager | Evaluate field conditions, soil assessment and viability, volunteer farmers, curriculum to support new plantings | 2026 Planting Season | <p>Outcome: Stage 1: Alfalfa in one field, teach to the benefits (develop curriculum P1) Row crops or alfalfa in the second field</p> <p>Purpose: Education and financial support for Prairie Loft, enhance ecosystem</p> | <p>● ●</p> | <table border="1"> <tr><td>INITIATION</td></tr> <tr><td>PLANNING</td></tr> <tr><td>EXECUTION</td></tr> <tr><td>CLOSURE</td></tr> </table> | INITIATION | PLANNING | EXECUTION | CLOSURE |
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| BG8 | Complete creek clean up work day | Executive Director Buildings & Grounds | 2-Tier Cleanups, large equipment removal, small debris removal, volunteers, marketing | 2026 | <p>Outcome: Additional safe, clean space for programs to expand curriculum on PL's property</p> <p>Purpose: Safety for program participants and community, education opportunities, enhance surrounding ecosystems</p> | <p>● ● ●</p> | <table border="1"> <tr><td>INITIATION</td></tr> <tr><td>PLANNING</td></tr> <tr><td>EXECUTION</td></tr> <tr><td>CLOSURE</td></tr> </table> | INITIATION | PLANNING | EXECUTION | CLOSURE |
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DEVELOPMENT & MARKETING

| ITEM | ACTIVITIES (STRATEGY): | RESPONSIBILITY: | RESOURCES NEEDED: | TIMELINE: | DESIRED OUTCOME & PURPOSE: | MISSION | PROGRESS |
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| DM1 | Create a funnel of people, to grow awareness and tell our story | Board Members, Executive Director | Small group gatherings Story development Marketing Materials (fact sheet & wishlist) | Launch January 2025 | Outcome: Audience grows by 5%, constituency grows by 3% each year Purpose: Grow awareness in surrounding communities to broaden the reach of Prairie Loft | ● ● ● ● | INITIATION PLANNING EXECUTION CLOSURE |
| DM2 | Create and activate a marketing plan | Executive Director Development Committee | Marketing plan annually to include social media, ads and email funnels for: teachers, new donors, current donors, camp parents & wedding rentals Including the annual report | Launch November 2024 Update Annually | Outcome: Increase in program attendance and event participation by 10% annually, awareness of our nonprofit status and how people can support PL Purpose: Share our mission and vision with people beyond those who directly interact with PL | ● ● ● ● | INITIATION PLANNING EXECUTION CLOSURE |
| DM3 | Develop/revise an annual fundraising calendar and gift range chart | Development Committee Executive Director | Clearly identified target audiences Written development goals Database analysis | Draft by October each year Shared regularly | Outcome: Clear plan to follow Purpose: Track progress of fundraising efforts | ● ● ● ● | INITIATION PLANNING EXECUTION CLOSURE |
| DM4 | Clearly identify and segment target audience and donors to support marketing plan and development strategies | Executive Director Development committee | Create personas for current and potential donors, program participants | Q3 2025 Segment year-end 2025 | Outcome: Know who we are trying to reach Purpose: Provide the best possible materials to meet the needs of those we are serving, PL donors and funders | ● ● ● ● | INITIATION PLANNING EXECUTION CLOSURE |
| DM5 | Identify and apply for grants to account for 50% of program and project funding | Executive Director Development Committee | Grant Research, clear vision for application, open communication with grantors, strong strategic plan | Review annually | Outcome: Shifting strategy to become less reliant on grant funding Purpose: Become more self-sustaining as an organization | ● ● ● ● | INITIATION PLANNING EXECUTION CLOSURE |
| DM6 | 20th Anniversary Celebration for Prairie Loft | Executive Director Development Committee | Event strategy, marketing, supporting partnerships, founders | PL: 2025 Programming: 2026 Flatwater: 2027 | Outcome: Community support to celebrate the 20th anniversary of Prairie Loft, wider recognition by a new audience Purpose: Celebrate and determine Prairie Loft's involvement in Flatwater Music Festival for the future benefit of the organization | ● ● ● ● | INITIATION PLANNING EXECUTION CLOSURE |

LEADERSHIP CULTURE

| ITEM | ACTIVITIES (STRATEGY): | RESPONSIBILITY: | RESOURCES NEEDED: | TIMELINE: | DESIRED OUTCOME & PURPOSE: | MISSION | PROGRESS |
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| LC1 | Conduct board self assessment: Board interests, strengths inventory, audit and availability | Co-chairs Board of Directors Executive Director | Assessment tools NEI | Completed by Sept. meeting Discuss at Oct. meeting Revisit annually | Outcome: Determine areas needing greater attention as board members change Purpose: Evaluate values and set standards for board excellence | ● ● ● ● | INITIATION PLANNING EXECUTION CLOSURE |
| LC2 | Become the best advocates & conduits for fundraising for the organization | Co-chairs Board of Directors Executive Director | Social media advocacy Board Member Toolkit, Introduction and fundraising scripts for specific projects | Complete by Q4 2024, updated annually Board training every 2 years | Outcome: Confident board members who can advocate for supporting PL Purpose: Support board members so they are ready to help when needed or when they see an opportunity to create a connection | ● ● ● ● | INITIATION PLANNING EXECUTION CLOSURE |
| LC3 | Uphold welcoming and diverse perspectives throughout the organization, including policies, board, staff and program offerings | Co-chairs Board of Directors Executive Director | Maintain and environment upheld in Policy for an Inclusive and Expansive Prairie Loft | Annual trainings with team & board members | Outcome: Build awareness and understanding Purpose: Inclusive, equitable approach to community engagement | ● ● ● ● | INITIATION PLANNING EXECUTION CLOSURE |
| LC4 | Update Succession Plan | Co-chairs Board of Directors Executive Director | Updated language to include organizational structure without an associate director NAM Succession Plan Toolkit | Review and complete by 2026, Q3 | Outcome: Organization is prepared for numerous circumstances when it comes to staff transitions Purpose: Effectively prepare for the future | ● ● ● ● | INITIATION PLANNING EXECUTION CLOSURE |
| LC5 | Annually review and retake NAM Guidelines & Principles assessment | Executive Director Board of Directors | Online Guidelines & Principles assessment Previous years' results | Complete annually in 2 nd quarter of the year | Outcome: Documentation of key responsibilities of the board Purpose: Identify organizational strengths and challenges to effectively plan for the future | ● ● ● ● | INITIATION PLANNING EXECUTION CLOSURE |
| LC6 | Review, expand, and maintain board and staff handbooks and other resources ensuring they remain current and relevant to the mission of Prairie Loft | Executive Director Board of Directors | Current document inventory | Compiled 2022 Approved 2024 Review and revise annually | Outcome: Centralized access to pertinent information, organization maturity & clear communication Purpose: Consistent communication for organizational philosophy, approach, vision and mission | ● ● ● ● | INITIATION PLANNING EXECUTION CLOSURE |

STAFF & VOLUNTEER

| ITEM | ACTIVITIES (STRATEGY) | RESPONSIBILITY | RESOURCES NEEDED | TIMELINE | DESIRED OUTCOME & PURPOSE | MISSION | PROGRESS |
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| SV1 | Grow staff by 1.5 roles | Executive Director | Funds to support staffing growth, Appropriate Training and staff development to ensure everyone feels included and valuable on the team | Ongoing | Outcome: Rehire 2 PTE (10-15 hour/week) groundskeeper, events and marketing coordinator, and interns Purpose: To ensure everyone on the PL team is able to focus on their role in its entirety | ● ● ● | INITIATION PLANNING EXECUTION CLOSURE |
| SV2 | Develop a homeschool volunteer pipeline with high school students to assist with field trips | Executive Director Program Manager | Outreach and communications, Onboarding & training materials, Tracking System | Q2 2026 Onboard by Q3 2027 | Outcome: Shared exposure to educational offerings from a learning and teaching perspective to area youth Purpose: Support for program delivery | ● ● ● | INITIATION PLANNING EXECUTION CLOSURE |
| SV3 | Recruit, retain and develop volunteers through robust management and recognition system | Program Manager Executive Director | General volunteer form, updates to current processes, database updates & volunteer materials shared online | Ongoing Complete by 2027 | Outcome: Streamlined training, tracking and outreach for volunteer to PL and from PL to volunteers Purpose: Informed volunteers create impactful experiences at PL | ● ● ● | INITIATION PLANNING EXECUTION CLOSURE |
| SV4 | Program support from Americorps & InternNebraska (marketing & virtual offerings for intern use) | Program Manager Executive Director | Updated job description for Marketing & Events and Programming Interns | Position Descriptions Q2 2025 Review Annually | Outcome: Year-Round Intern support for programs Purpose: Intentionally grow PL's team to enhance program offerings through supported funding | ● ● ● | INITIATION PLANNING EXECUTION CLOSURE |
| SV5 | Implement efficient communication and sales system for camps and additional programs | Program Manager Executive Director | Updated job description for Marketing & Events and Programming Interns | Winter 2024-2025 Launch March 2025 | Outcome: Customer satisfaction and efficiency through system Purpose: Remove barriers to participation for people registering for activities at PL | ● | INITIATION PLANNING EXECUTION CLOSURE |
| SV6 | Honor efforts of hard work through deserved rest and recuperation as a team. | Prairie Loft Team | Updated employment policies and vacation language. | Q4 2025 Launch Q1 2026 | Outcome: Satisfied team members who are excited to come to work every day Purpose: Support the wellbeing of PL's team members | ● ● ● ● | INITIATION PLANNING EXECUTION CLOSURE |

5-YEAR & BIG AUDACIOUS GOALS

| PROGRAMMING 5-YEAR | BUILDINGS & GROUNDS 5-YEAR | FINANCE 5-YEAR | DEVELOPMENT & MARKETING 5-YEAR | LEADERSHIP & CULTURE 5-YEAR | STAFF & VOLUNTEERS 5-YEAR |
|---|---|--|--|--|--|
| <p>Increase homeschool offerings (visibility as “enrichment”) • • •</p> <p>Sell produce at farmers market through garden expansion CSAs • • •</p> | <p>Mini solar farm (south of garden) – Conservation Nebraska Support? • •</p> <p>Walking Paths on North side of fence + 2nd walking bridge over the creek • • •</p> <p>Yurts & Retreats • • •</p> | <p>Become more self-sustaining as an organization through facility rentals, programming and successful events. • • • •</p> | <p>Secure <u>National</u> Grant Award (at least 6-figure gift) • • • •</p> <p>Secure one presentation at a national conference • • •</p> | <p>Continue working to truly reflect the community we serve and want to serve with board representation. • • • •</p> <p>Honor our team, the board and the importance of taking time to take care of ourselves to be the best versions we can be at work. • • • •</p> | <p>Work in a developed volunteer management system • •</p> <p>Have a full staff including: Groundskeeper, facility rental manager/marketing, executive director, program manager and year-round internships for program and event support. • • • •</p> |
| B.A. | B.A. | B.A. | B.A. | B.A. | B.A. |
| <p>Host 1 overnight camp each year (Cub Scouts, Scouts for overnight use) • • •</p> | <p>Activate the loft inside the Loft Barn; Include equipment highlighting how it would have been used • •</p> | <p>Endow All Buildings • • • •</p> <p>Buy State-Owned Ground surrounding PL • •</p> | <p>Endow All Buildings • • • •</p> <p>Buy State-Owned Ground surrounding PL • •</p> | <p>• • • •</p> | <p>Full time employee benefits available. • • • •</p> |