



LONG BEACH GRAY PANTHERS

GOALS AND OBJECTIVES 2020 - DEVELOPMENT

Goals with Objectives for Development

1. ACHIEVING ORGANIZATIONAL SUSTAINABILITY to establish financial stability for LBGP for the fiscal year and begin an endowment for the future.

OBJECTIVES:

1. To create a funding base where no more than 20% of income comes from any one source outside of individuals
2. To create a development plan outlining the sources of potential income
3. Monitor financial position monthly through a review of financial reports at the Board and General Meeting
4. Do a mid-year financial correction if income does not meet projections

2. TO DEVELOP AN ANNUAL CAMPAIGN to raise awareness and bring in unrestricted revenue.

OBJECTIVES:

1. Plan a solicitation campaign for May, Older Americans Month, to be kicked off with the Senior Fest. Campaign goal is \$2,000
2. Potential donor names will be collected at all tabling events with a goal of 200 names
3. Campaign will run May 1 – May 31
4. Press information will be disseminated to at least 6 outlets and information will be posted on social media

3. A WRITTEN MEMBERSHIP PLAN WILL BE DEVELOPED to encourage the growth and development of each member.

OBJECTIVES:

1. A Position Description will be developed and distributed to each member, so they will understand their responsibility to the organization
2. A new member orientation will be developed that will be presented bi-monthly and It will be no longer than 1 hour in length
3. Each member will receive advocacy and fundraising training as a member benefit, and 90% will complete training

4. STRATIGIC DEVELOPMENT PLAN will be established and implemented to further the corporate mission and goals

OBJECTIVES:

1. Development Plan will include strategies for pursuing grants, individual donors, sponsorships, online donations, and special events
2. A stewardship plan will be included as a vehicle for building relationships and increasing support
3. A Donor recognition program will be developed to steward the donor relationship



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5. STRATEGIC ALLIANCES WITHIN THE COMMUNITY will be established and maintained to further the corporate mission and goals

OBJECTIVES:

1. Ten organizations will become strategic partners through activities, events, and collaboration
2. Ten community groups will attend advocacy meetings of LBGP at least 2 times per year
3. Each strategic partner will rate the partnership at 90% or higher on an evaluation survey

6. IMPACT AND EFFECTIVENESS is continually measured, and outcomes are tracked for all development efforts

OBJECTIVES:

1. Outcomes will be tracked and reported on the Dashboard Report
2. LBGP will raise sufficient funds to fulfill its mission and represent member's interests
3. LBGP will have satisfaction ratings of 85% satisfaction or higher on member surveys conducted annually