

Hamilton Southeastern Schools Foundation (“HSSF”) Strategic Plan 2012-2015

Strategy Map	Objectives	Measures	Targets	Initiatives
<p align="center"><u>Revenue Development</u></p> <p align="center"><u>Increase Unrestricted Funds</u></p>	<ul style="list-style-type: none"> • Fund overhead and expenses • Increase flexibility with funds 	<ul style="list-style-type: none"> • Increase corporate donors • Increase individual donors • Increase board donors • Increase ave. per donor • Increase event profitability 	<ul style="list-style-type: none"> • \$100,000 annually within 3 years (corporate/individual) • 20 corporate sponsors/50% increase • Increase individual donors by 50% within three years • 100% Board participation • \$100 ave. giving per donor • \$10/hour per volunteer 	<ul style="list-style-type: none"> • Corporate Networking event /Alumni event • Dinners hosted by individual board members • Vendor cultivation • Partnership with Chamber of Commerce/new businesses • Board “Give and Get” commitment • Maintain 10410 Initiative, GFS, Thank an Educator
<p align="center"><u>Endowment/Restricted Funds</u></p>	<ul style="list-style-type: none"> • Sustainable long-term resources 	<ul style="list-style-type: none"> • Increase endowment 	<ul style="list-style-type: none"> • 100% growth over 5 years 	<ul style="list-style-type: none"> • Endowment Campaign
<p align="center"><u>Development Plan/Structure</u></p>	<ul style="list-style-type: none"> • Additional revenue sources • Explore potential incoming grants • Assist teachers in grant-writing process 	<ul style="list-style-type: none"> • Develop internal structure to support development efforts • Increase funds through external grants if possible 	<ul style="list-style-type: none"> • Increase data tracking, confirm corporate sponsor levels and benefits, electronic giving options and gift policies • Increase incoming grants 	<ul style="list-style-type: none"> • Develop Annual Development Calendar and Plan • Grant Committee-research, identify opportunities; develop applications

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<p data-bbox="153 175 653 207"><u>Community Awareness/Engagement</u></p> <div data-bbox="121 240 684 589" style="border: 1px solid black; border-radius: 50%; padding: 20px; text-align: center;"> <p data-bbox="352 386 453 418"><u>Alumni</u></p> </div> <div data-bbox="121 646 684 995" style="border: 1px solid black; border-radius: 50%; padding: 20px; text-align: center;"> <p data-bbox="268 719 537 898"><u>Current School Community</u> <u>(students, teachers, parents, administrators/staff)</u></p> </div> <div data-bbox="121 1060 684 1409" style="border: 1px solid black; border-radius: 50%; padding: 20px; text-align: center;"> <p data-bbox="268 1141 537 1239"><u>Community at Large</u> <u>(Patrons, Sponsors, Vendors)</u></p> </div>	<ul style="list-style-type: none"> <li data-bbox="737 240 1041 370">• Increase awareness of Foundation among graduates of HSE and Fishers high schools <li data-bbox="737 613 1010 743">• Educate school community to be ambassadors of the Foundation. <li data-bbox="737 1117 1041 1214">• Educate/engage/involvement with the Foundation 	<ul style="list-style-type: none"> <li data-bbox="1071 240 1344 272">• Increase database <li data-bbox="1071 345 1344 410">• Increase donations to HSSF <li data-bbox="1071 410 1344 443">• Increase volunteers <li data-bbox="1071 621 1344 654">• Increase donations <li data-bbox="1071 654 1344 751">• Increase number of community volunteers <li data-bbox="1071 751 1344 849">• Increase applicants for grants/scholarships <li data-bbox="1071 1125 1344 1222">• Increase donations- individuals, major sponsors, small gifts <li data-bbox="1071 1255 1344 1287">• Increase volunteers 	<ul style="list-style-type: none"> <li data-bbox="1392 240 1665 337">• Increase database by 50% annually over 3 years <li data-bbox="1392 345 1665 410">• Revenue neutral in year one - 2012-13 <li data-bbox="1392 410 1665 475">• Increase donations by 50% <li data-bbox="1392 621 1665 654">• Increase by 50% <li data-bbox="1392 654 1665 686">• Increase by 25% <li data-bbox="1392 751 1665 784">• Increase by 10% <li data-bbox="1392 1125 1665 1157">• Increase by 25% <li data-bbox="1392 1255 1665 1287">• Increase by 10% 	<ul style="list-style-type: none"> <li data-bbox="1696 240 2001 337">• Social media <li data-bbox="1696 280 2001 345">• Information at reunions <li data-bbox="1696 345 2001 443">• Add Foundation link on Alumni tab on HS websites <li data-bbox="1696 621 2001 654">• Recognition <li data-bbox="1696 654 2001 686">• School newsletters <li data-bbox="1696 686 2001 751">• School/District websites <li data-bbox="1696 751 2001 784">• Referral mechanism <li data-bbox="1696 784 2001 849">• Enhance school liaison program <li data-bbox="1696 1092 2001 1222">• Develop relationships with Chamber of Commerce/ Town of Fishers <li data-bbox="1696 1222 2001 1255">• Referral mechanism <li data-bbox="1696 1255 2001 1320">• Personal meetings with clubs/groups <li data-bbox="1696 1320 2001 1352">• PR (articles/photos) <li data-bbox="1696 1352 2001 1433">• Develop annual public relations plan

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<p style="text-align: center;"><u>Leadership Development</u></p> <div style="border: 1px solid black; border-radius: 50%; width: 100%; height: 100%; display: flex; align-items: center; justify-content: center; margin: 20px;"> <p style="text-align: center;"><u>Board Development</u></p> </div>	<ul style="list-style-type: none"> • High functioning Board (effective, efficient) 	<ul style="list-style-type: none"> • Diversity mirrors community • Informed, engaged, participative governing Board • Clear and reasonable roles and expectations 	<ul style="list-style-type: none"> • 20% minority representation • 100% Board participation on at least two committees • 85% Board attendance • Four Board development activities annually • 100% Board participation on giving 	<ul style="list-style-type: none"> • Board development activities based on needs (i.e., financial) • Develop organizational calendar • Board development as part of Nominating Committee
<div style="border: 1px solid black; border-radius: 50%; width: 100%; height: 100%; display: flex; align-items: center; justify-content: center; margin: 20px;"> <p style="text-align: center;"><u>Staff Development</u></p> </div>	<ul style="list-style-type: none"> • Attract/retain skilled staff to execute Foundation mission 	<ul style="list-style-type: none"> • Timeliness/ Quality of task completion • HR structure • Centralize operations 	<ul style="list-style-type: none"> • 100% meeting of deadlines • Develop policies • Annual training plan • Develop annual calendar 	<ul style="list-style-type: none"> • Performance expectations, scheduled reviews • Develop personnel/ finance, gift acceptance policies
<div style="border: 1px solid black; border-radius: 50%; width: 100%; height: 100%; display: flex; align-items: center; justify-content: center; margin: 20px;"> <p style="text-align: center;"><u>Community Talent</u></p> </div>	<ul style="list-style-type: none"> • Connect human talent within the community to the Foundation 	<ul style="list-style-type: none"> • Involve community talent with Foundation activities • Recruit new community volunteers as potential Board members 	<ul style="list-style-type: none"> • Identify and involve 50 community members over 3 years • Identify at least five new opportunities to involve volunteers 	<ul style="list-style-type: none"> • HSEA (teachers) • Advisory Board • Community Volunteers • Access to events • PTOs • School Liaisons • Student representatives