

**Community Foundation of Central Missouri
2022 Strategic Plan**

Strategic Goal 1: (Priority 1)

We will build both our community of givers and our assets in order to help us become operationally self-sufficient.

Recommended Priority Order for Objectives 1, 2, 4, 3, 5

Objective #1: We will increase the number of givers to the CFCM.

Owner: *Executive Director*

- Identify specific, potential donors (including individuals, businesses, and nonprofit organizations) who might be interested in creating a fund with CFCM
- Reach out to those donors (including individuals, businesses, and nonprofit organizations) who would be most likely to benefit from the establishment of donor-advised or other funds
- Increase community awareness of CFCM fund opportunities and the impact CFCM is having in the community
- Seek referral of potential new givers from those who have already established funds with CFCM

Objective #2: We will increase the amount of assets being administered by the CFCM.

Owner: *Executive Director*

- Reach out to previous donors to encourage planned giving to CFCM
- Communicate with those with established funds about opportunities for other giving to additional types of funds
- Expand our processes for donor recognition and appreciation to further generate goodwill and future giving

Objective #3: We will increase and improve our interactions with allied professionals to raise awareness with their clients about opportunities for charitable giving through the CFCM.

Owner: *Development/Fundraising Committee*

- Identify the individuals who are currently employed in allied professional fields in our area
- Assess which professional relationships are established and which need to be cultivated
- Reach out to select professionals to ascertain what might attract the interest of their peers in learning more about CFCM
- Create programs and materials for allied professionals to provide additional information and assistance from CFCM on charitable giving

Objective #4: We will seek greater commitments from Board members in the identification and solicitation of new givers and in efforts to increase giving to the CFCM.

Owner: *Marketing and/or Governance Committee*

- Conduct board friend-raising training to enable board members to effectively friend-raise (or fundraise) on CFCM's behalf
- Conduct board messaging/marketing training to enable board members to effectively share the word of CFCM's work and opportunities

- Establish annual targets for each board member to submit potential leads to the Development Committee or staff
- Establish an association of past CFCM board members to share information and create opportunities for them to stay engaged, make connections, and help us develop new funds

Objective #5: We will consider the expansion and improvement of different types of giving opportunities that might attract additional donors.

Owner: *Executive Committee and/or Executive Director*

- Review and possibly modify current funding opportunities
- Consider the creation of a new endowment fund to broadly and without specific limitations benefit our communities generally

Strategic Goal 2: (Priority 2)

We will expand the effective reach of charitable impact in our service area through growth in the efficient financial, administrative, and organizational support that we provide.

Recommended Priority Order for Objectives 1, 3, 2, 4

Objective 1: We will increase charitable giving dollars and number of recipient organizations receiving grants via our internal granting budget and giving processes.

Owner: *Granting Committee*

- Advocate for yearly increases in the CFCM granting budget during the budgeting cycle
- Seek individual donors who want to make one-time gifts to further expand our granting process
- Continue seeking annual donations to granting budget and granting fund via CoMoGives
- Create a targeted annual fundraising opportunity for giving directly to the granting fund or granting budget

Objective 2: We will encourage charitable distribution from existing fund holders and their CFCM funds by educating and emphasizing giving opportunities in the community.

Owner: *Marketing Committee and or Executive Director*

- Highlight unique giving opportunities via the CFCM newsletter and website
- Host an annual event for DAF holders where CFCM leadership presents “large view” granting needs and opportunities to those who attend (i.e., an event where local nonprofit leaders can make a 2-minute “pitch” about a program/project they want funded)

Objective 3: We will increase our charitable impact through expansion and efficiency of the annual CoMoGives Campaign.

Owner: *Executive Committee or Executive Director or create new HR/Work Process AdHoc Committee*

- Complete a simple workflow analysis of the CoMoGives setup process to see which are the largest tasks and which tasks take the most time
- Identify areas for task elimination, task offloading and/or process improvement to reduce administrative time spent by the Executive Director
- Analyze overall financial picture of CoMoGives campaign to determine opportunities to shift the economics while still having the same charitable impact (reduce/eliminate/increase participation fees, matching gifts, marketing dollars, administrative fees, etc.)

- Implement recommended changes to the CoMoGives process

Objective 4: We will explore additional opportunities for non-monetary charitable impact by supporting the non-profits in our service area through education, advice, technical assistance, etc. Lower priority item until staffing is increased

Owner: *Executive Director*

- Coordinate educational seminars or workshops on widely needed topics (such as DEI training, child welfare training, non-profit governance, etc.) to central Missouri non-profits
- Offer consultation services in the areas of fundraising, board development, strategic planning, etc. for low cost

*This strategic plan is linked to a tracking document called CFCM2022StratPlanDashboard
https://docs.google.com/document/d/1eaYGv4SjsaXJTKjH_mDjj3Znvxx7Wrwgir-6n3b8b3c/edit?usp=sharing