



# Strategic Initiatives: 2019 - 2023

	Technology	Revenue	Operations
2019	<ul style="list-style-type: none"> <li>Assignment scheduling</li> <li>Follow-up surveys via email/compile feedback:               <ul style="list-style-type: none"> <li>Adopters</li> <li>Volunteer/Foster/New Member</li> </ul> </li> <li>Standardize Calendaring/Events</li> <li>Gsuite integration into all areas</li> <li>Streamline application &amp; adoption</li> <li>Get electronic device for adoption events</li> </ul>	<ul style="list-style-type: none"> <li>20+ recurring corporate sponsorships</li> <li>Web page merchandising (other than animals)</li> <li>Donors – understand donation sources and expand relationships</li> <li>Quarterly newsletter</li> <li>Drip marketing and online networking</li> <li>A plan to ASK adopters of the past for donations &amp; volunteer</li> </ul>	<ul style="list-style-type: none"> <li>Foster/Volunteer training and orientation</li> <li>Standard Operating Procedures</li> <li>Standardize contracts</li> <li>Improve pay and EE benefits</li> <li>Find new location for E.D.</li> <li>Appreciation Plan for adopters, volunteers, and donors</li> <li>Streamline accounting processes</li> <li>Purchase Trailer</li> <li>Add AC to current van</li> </ul>
By 2021	<ul style="list-style-type: none"> <li>Process automation (completely paperless environment w/ data integration)</li> <li>Develop alumni engagement strategy</li> <li>Create iOS/Android app</li> </ul>	<ul style="list-style-type: none"> <li>15% of income from grants</li> <li>35% of income from fundraising and donations</li> </ul>	<ul style="list-style-type: none"> <li>Foster/volunteer First Aid training</li> <li>Foster/volunteer coordinator</li> <li>Vet Care contracting (non-retail)</li> <li>“New” van</li> </ul>
By 2023		<ul style="list-style-type: none"> <li>300 animal adoptions per month</li> </ul>	<ul style="list-style-type: none"> <li>Breakeven on basic medical costs (by bringing internal and/or selling to other rescues)</li> <li>Buy permanent location</li> </ul>