



Strategic Initiatives: 2020 - 2024

	Technology	Income	Operations
2020	<ul style="list-style-type: none"> Campaigns for Google Ad Grants to maximize grant dollars 	<ul style="list-style-type: none"> Quarterly newsletter Create fundraising strategy <ul style="list-style-type: none"> First Annual fundraising event Apply for 3 or more grants per month Web page merchandising (other than animals) 20% of income from fundraising, donations, and grants 	<ul style="list-style-type: none"> Fundraising Board focus Add staff person Standard Operating Procedures Add "New" van Standardize contracts Re-define Corporate Sponsorships
By 2022	<ul style="list-style-type: none"> Salesforce application Process automation (completely paperless environment w/ data integration) 	<ul style="list-style-type: none"> 30% of income from fundraising, donations, and grants (25% in 2021) 20+ recurring corporate sponsorships 	<ul style="list-style-type: none"> Donors – understand donation sources and expand relationships (analytics)
By 2024		<ul style="list-style-type: none"> 40% of income from fundraising, donations, and grants (35% in 2023) 	