



Strategic Initiatives: 2022 - 2026

	Technology	Income	Operations
2022	<ul style="list-style-type: none"> • Web page merchandising • Continue data extraction and interpolation • Owner relinquishment forms online • Additional Classy fundraising tabs on website 	<ul style="list-style-type: none"> • Apply for 1 to 3 grants per month • 25% of income from fundraising, donations, and grants • Periodic newsletters 	<ul style="list-style-type: none"> • Standard Operating Procedures
By 2024	<ul style="list-style-type: none"> • Process automation (completely paperless environment w/ data integration) • Salesforce-like application 	<ul style="list-style-type: none"> • 35% of income from fundraising, donations, and grants 30% in 2023) • 20+ recurring corporate sponsorships 	<ul style="list-style-type: none"> • Donors – understand donation sources and expand relationships (analytics) • Add “New” van
By 2026		<ul style="list-style-type: none"> • 50% of income from fundraising, donations, and grants (40% in 2025) 	