Strategic Initiatives: 2023 - 2027

bounce animal rescue

	Technology	Income	Operations

2023	• Web site merchandising
	• Data extraction and interpolation
	   - Donor analysis (revenue)
	   - Veterinary cost analysis (expense)
	• Additional Classy fundraising tabs on website (Kristi Ross)
		• 30% of income from fundraising, donations, and grants
		• Marketing and Fundraising strategy (Steph)
		   - Apply for grants available (Lexxi Baker)
			• Bring QuickBooks in-house
			• Foster Plan
			   - Board host appreciation event (Laura/Bo)
			• New employee (2024)

By 2025	• Process automation (completely paperless environment w/ data integration)	• 40% of income from fundraising, donations, and grants 30% in 2023) • 20+ recurring corporate sponsorships	• Donors – understand donation sources and expand relationships (analytics) • Add "New" van • Standard Operating Procedures
By 2027		• 50% of income from fundraising, donations, and grants (40% in 2025)	