

Cataraqui Conservation Foundation Strategic Plan 2013- 2015

3 Year Goals

- Strengthen CCF brand recognition
- Strengthen Board
- Build organizational capacity
- Set in place 50th Anniversary Endowment Project
- Continue to meet annual fundraising goals through Partners in Education and Forever Green Gala, or alternatives.

Strategies and Initiatives

Goal 1 Strengthen CCF brand recognition

Strategies

- Establish brand definition and differentiation
- Develop a brand strategy
- Enhance the existing Conservation Awards program

Goal 2 Strengthen Board

Strategies

- Improve board recruitment process
- Identify the skills required for the Board to achieve its strategic goals
- Provide opportunities for “generative thinking”, that is “problem framing” as a foundation for problem solving
- Distribute activities through an effective committee structure

Goal 3 Build organizational capacities

Strategy

- Form partnerships with collateral organizations or corporations that share CCF values

- Develop an effective volunteer organization
- Develop and implement a board self-evaluation procedure
- Improve continuity and consistency for Board-to-Board transition and routine Board activities
- Prepare the materials to meet the requirements of the New Legislation: Ontario Not-for-profit Corporations Act

Goal 4 Set in place 50th Anniversary \$500,000 Endowment project

Strategies for Goal 4

- Appoint the Endowment Fund Committee
- Prepare the case for support
- Identify and recruit leaders of the campaign
- Approach lead donors
- Announce the Endowment to the public when 50% of the goal is reached
- Solicit donors in a public campaign

Goal 5 Continue to meet annual fundraising goals through Partners in Education and Forever Green Gala

Strategies for Goal 5

- Update and build lists used in both programs
- Update and continue to develop auction donors
- Acknowledge all donors
- Evaluate results against the goals established by the Board
- Develop strategies to ensure fund raising reliability in changing times (sources, activity, sponsorships, planned giving programs, etc.), especially alternatives to the annual gala.