

2018-2020 Strategic Plan

Strategic Goal #1:

By December 2020, we will be recognized within the aging sector and the broad RTO/ERO membership as a leader in the funding and application of aging-related research, education and community action.

2018 Strategic Objectives:

Further develop the RTO/ERO Foundation Granting Program through the evaluation and interpretation of current grant results and the development of a 3-year granting plan.

- 1.1 Conduct evaluation of granting portfolio to date
- 1.2 Further develop internal capacity to 'translate knowledge' and facilitate the application of grantee projects for RTO/ERO members and others
- 1.3 Award a special RTO/ERO 50th Anniversary Grant in Geriatric Education
- 1.4 Conduct a Fall 2018 call for proposal for new SI Grants

2018 Strategic Objectives:

Broaden the influence and reach of the Foundation through its various audiences.

- 2.1 Integrate RTO/ERO and Foundation marketing activities to include the Foundation's work as a core activity of the RTO/ERO
- 2.2 Establish a strong philanthropic culture within the staff and volunteer leadership of the RTO/ERO and the Foundation
- 2.2 Engage with Districts in a more strategic manner, focusing communications on the value of the Foundation to District members
- 2.3 Strengthen the ability of the Board to actively champion the Foundation with key audiences to build credibility and grow funding

Strategic Goal #2:

By December 2020, we will have created a sustainable funding base with the ability to fund \$250,000 in grants annually.

2018 Strategic Objectives:

Raise \$360,000 from Corporations, RTO/ERO Districts and Individuals.

- 1.1 Focus on monthly and mid-level giving as a means to stabilize annual funding base
- 1.2 Implement a donor stewardship plan that increases donor retention
- 1.3 Utilize special occasions to encourage giving more broadly through the RTO/ERO database and social media
- 1.4 Acquire new donors through an internal, more personalized approach, focusing on Districts where current grants are taking place