2023 – 2026 Strategic Plan





Empower Our People

- **Develop** staff to become industry leaders
- Engage community champions
- **Diversify** volunteer base
- **Strengthen** a culture of philanthropy



Expand and Deepen Brand Awareness

- **Champion** a digital-first approach to fundraising
- **Develop** a marketing plan to support fundraising initiatives
- **Partner** with the Hospital to promote the brand



Our Mission

Inspire the community to invest in innovative healthcare with no barriers



Unlock Transformational Fundraising

- Attract high-profile volunteers
- **Involve** prospective donors in the planning process
- **Collaborate** and partner to secure large gifts



Strengthen Donor Connection and Loyalty

- **Develop** diversified revenue streams
- **Enhance** and elevate donor retention
- **Revitalize** key fundraising programs





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