



**Boulder Junction**  
Community Foundation

# Strategic Plan 2018-2022

## **Our Vision:**

*Strengthen Community, Develop Resources, and Enrich Quality Of Life*

## **Our Mission:**

To preserve and enhance Boulder Junction for present and future generations

## **Goals 2018-2022**

1. Raise funds to fulfill our mission; initial target goal: \$1,000,000
2. Increase public awareness of the Foundation and build relationships
3. Foster community endeavors through grant distributions
4. Provide professional stewardship of financial and leadership resources

### **Goal 1: Raise Funds to Fulfill Our Mission**

**Target Goal: Initial \$1,000,000 in Restricted Endowment Funds**

#### **Objective 1: Establish a Fundraising Plan**

Strategies:

- a. Review all Foundation funds and establish goals for each fund
- b. Establish fundraising methods for each approved fund
- c. Promote the Founders and Legacy Circles
- d. Hold Fundraising Committee meetings
- e. Consider the use of professional fundraising experts, if needed

### **Goal 2: Increase Public Awareness of the Foundation and Build Relationships**

#### **Objective 1: Enhance and promote public awareness**

Strategies:

- a. Maintain and continue developing publicity resources:  
(publications, media, newsletters, annual report, social media, monthly contact, and website)
- b. Develop publicity plans for special events
- c. Generate and implement an annual communications calendar

*Always refer back to your Vision and Mission statements when making any decision.  
They are your guiding light.*

## **Objective 2: Build Relationships**

### Strategies:

- a. Implement best practices to improve public and community relations
- b. Communicate the Foundation's vision and mission through publications and electronic communications
- c. Host events to increase public awareness of the Foundation
- d. Increase and strengthen public and organizational relationships through grant giving.

## **Goal 3: Foster Community Endeavors through Grant Distributions**

### **Objective 1: Maintain and administer a grants program**

#### Strategies:

- a. Maintain a Grants Committee
- b. Involve community members on the Grants Committee
- c. Publish guidelines for grant administration
- d. Identify community needs
- e. Review grant guidelines with every updated strategic plan

## **Goal 4: Provide Professional Stewardship of Financial and Leadership Resources**

### **Objective 1: Continue to Grow and Develop the Foundation**

#### Strategies:

- a. Continue to form and improve relationships with donors and community residents
- b. Grow the donor base
- c. Maintain annual operating budget
- d. Contribute yearly to the Operating Contingency Fund

### **Objective 2: Maintain transparency and accountability**

#### Strategies:

- a. Maintain the non-profit status of the Foundation with the state and the IRS
- b. Oversee investment options for the Endowment Fund on an annual basis
- c. Review board policies on an annual basis
- d. Review strategic plan and update every four (4) years
- e. Revise board policies, operational calendars and plans as necessary

## **Resources**

### **Objective 3: Maintain and Grow Leadership Resources**

#### Strategies:

- a. Develop future board members through active committee recruitment
- b. Evaluate composition, diversity and needs of the Board and its committees
- c. Create Committee calendars for organizational continuity

Adopted 4-26-2018

*Always refer back to your Vision and Mission statements when making any decision.  
They are your guiding light.*