



2018 WNC Strategy Framework

Vision

Mission

Values

Drivers

To improve the lives of our neighbors by strengthening and engaging the whole community through compassion, purpose, and sharing of resources.



Educating and connecting those in need with neighbors and resources to improve lives and Build a Stronger Community ... One Story at a Time.



Respect
Compassion
Integrity
Fiscal Responsibility

Stewardship
Enrichment
Relationships

Leverage Points

Personalized and Individual Focused

Effective Programs and Services

Privately Funded

Community Building and Connections

Variety of Opportunities to Contribute

Volunteer Enrichment

Hub for Resources

Strategic Objectives

Develop Education/ Marketing Program- Board Ownership:
Jannina Killian, Jeff Statz, and Troy Ryba

Ensure Financial Sustainability and Growth- Board Ownership:
Adam Bentley and Kari Davis

Strengthen Volunteer Acquisition and Retention- Board Ownership:
Laura Meixner and Michelle Fraunfelder

Define Organizational Structure and Roles – Board Ownership:
Adam Bentley and Jeff Statz

Enhance Donor/Partner/ Sponsorship Acquisition and Retention – Board Ownership:
Tara Meester and Laura Meixner

Evaluate and Streamline Programs and Services – Board Ownership:
Jannina Killian, Kari Davis, and Troy Ryba

Enhance and Grow Relationships with Resource Partners – Board Ownership:
Michelle Fraunfelder and Tara Meester

Critical Processes

- Evaluate how other non-profits handle communications
- Evaluate firms and organizations to manage marketing/PR
- Develop PR, communications and relationships with schools, media, etc.
- Develop/follow editorial calendar for communications plan
- Empower student team/volunteers to do newsletter/other communications

- Evaluate Umbrella Organization Concept
- Evaluate overall Financial Condition
- Audit Revenue generation
- Expense analysis

- Create a quarterly appreciation event
- Implement a recruiting process
- Finalize volunteer job description, handbook, etc.
- Target local businesses, students, and churches
- Develop relationships between board members and core volunteers

- Establish organizational transition timeline and contingency plans
- Evaluate Board Composition and Functions
- Review Bylaws
- Revisit Board competencies
- Review organizational and positional tasks to include student team

- Highlight a donor monthly in newsletter
- “New to Waunakee” page on website
- Recognize new partners with special event/newspaper
- Grow revenue stream campaign

- Develop process to evaluate effectiveness, and relevance off programs and services and streamline
- Develop marketing communications
- Update website on programs making key questions visible

- Create welcome packet
- Develop dedicated resource partner to grow relationships, board members
- Recommend current and new partners to extend benefits to WNC as well – listings/links on their websites
- Consistent communication – personal contact with each partner 2x per year

Metrics

Client Satisfaction

Fundraising \$ vs Goal

Budget

Donor/Volunteer Satisfaction

of Volunteers/ Hours Spent

Market metric TBD