

Template for Board Reports *V.P. Development*

2013 Strategic Goals	1	2	3	4	5
1. A three year-marketing plan will be developed which will increase brand identity by 30%					
2. A three-year research plan will be developed which will allow for on-going responses by stakeholders and the general public to brand awareness strategies					
3. Within one year all material used by the agency will reflect brand identity strategies and logo.					
4. A three-year fundraising plan will be developed which will increase financial resources by 30% per year.					
5. The number of grants written will increase 25% per year.					
6. A planned giving program will be established, with the first \$100,000 bequest within two years.					
7. On-going research will identify at least one new potential fundraising market per year.					

The numbers in the right hand boxes represent the benchmarks for each goal. For example, the staff-developed work plan for goal #1 might include the following benchmarks:

- 1. By March 31st, draft of the three-year marketing plan presented to the Marketing/Resource Development Committee;*
- 2. By June 31st, final plan presented to the board for approval;*
- 3. By September 31st, marketing staff develops new materials based on the brand identity and presents it to the committee for input;*
- 4. By December 31st, new brand-based materials in use;*
- 5. By December 31st, methods for evaluating the effectiveness of the new materials in building brand identity will be finalized and implemented.*

This chart could be posted in the board room and when each benchmark is met, the square is colored in so the board can keep track of the progress toward goal completion.