



# ***IIMC FOUNDATION STRATEGIC PLAN 2021/2022***

*Updated May 8, 2021*

## **Mission – Who We Are Today**

The IIMC Foundation is a diverse team of volunteers passionately committed to raising endowed dollars whose earnings help IIMC pursue its educational objectives.

## **Vision – Our Desired Future**

The IIMC Foundation will increase its fund to \$2.8 million by the end of 2020 by adding new fundraising programs and expanding current programs.

## **KEY STRATEGIC PRIORITIES**

### **• MARKETING**

- Implement and market new society giving levels
- Support Special Events Committee with retail programs
- Promote National Mentor Month and Municipal Clerks Week
- Promote online donations
- Work with Finance Committee to investigate ways to support giving; e.g., text, Venmo, Zelle
- List scholarships winners in programs and e-briefings; work with Development Committee to obtain photos and releases to run before keynote at conference and scroll on website; add to Region newsletters
- Promote Giving Tuesday program annually
- Promote Amazon Smile
- Launch letter writing program
- Implement IIMC Board Education Sessions
- Promote scholarship opportunities

### **• REVENUE GROWTH**

- Promote Hawaii raffle annually
- Conduct Wall of Honor during Municipal Clerk Week through website and at annual conference
- Support Special Events Committee with live/online auction annually
- Call prospective donors
- Promote New Society Levels
- Promote Helen Kawagoe Legacy Program

- **SPECIAL EVENTS**

- Implement annual safety precautions for in-person silent auction with separation of items on tables, bidders use their own pen, and utilize electronic bidding tool
- Explore continued use of online auction tool before and during annual conference
- Identify and raffle area tours during annual conference
- Conduct Santa Claws raffle annually

- **DEVELOPMENT/EVOLVING INTO THE FUTURE**

- Market IIMC Foundation to a more diverse and inclusive cohort
- Recruit diverse Committee members and IIMC Foundation Board Members
- Begin work at local and state levels
- Development communication methodology
- Create an awareness and understanding of the mission of the IIMC Foundation through Friendship Fridays program
- Assist Foundation in fundraising activities both at annual conference and throughout the year
- Serve as conduit between Foundation and membership in the Regions
- Assist in dissemination of information from Foundation to membership in Regions to increase awareness of Foundation activities and benefits including video of past scholarship/raffle recipients