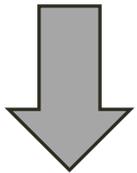


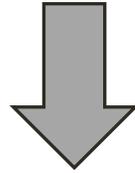
# IDENTIFIED STRATEGIC PRIORITIES

## OVERARCHING 3-YEAR GOAL:

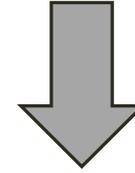
Build a strong and integrated CGE to realize a commonly-held vision for Evanston



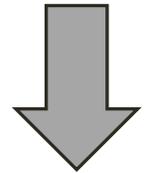
ALIGN &  
ENHANCE  
PROGRAMS



EVOLVE THE  
BOARD



RAISE  
AWARENESS  
TO LEVERAGE  
IMPACT



FUNDRAISE  
FOR CAPACITY  
& RESOURCES

# ALIGN & ENHANCE PROGRAMS

**Goal:** Coordinate, align, and strengthen programs to improve synergy and quality; foster programmatic partnerships internally and externally

## **Core Strategies:**

- Align programs/committees around the action-oriented goals grounded in 4 E's (Equity, Education, Encouragement, Engagement; see balance matrix)
- Coordinate program scheduling/calendar to improve logistics and increase cross-organization programmatic collaboration
- Engage community partners for strategic collaboration on environmental and social justice issues

# EVOLVE THE BOARD

**Goal:** Improve board governance and composition; facilitate board member education to meet the needs of the organization.

**Core Strategies:**

- Refine the Board/Committee/Program structure, clarify decision-making processes, etc. to create a better-functioning organizational structure
- Establish decision-making policies, practices, and procedures that more clearly define the role of the new Executive Director
- Establish organization learning culture with opportunities to expand content knowledge and engage in board member professional development
- Refine and formalize board recruitment efforts to improve board composition

# RAISE AWARENESS TO LEVERAGE IMPACT

**Goal:** Increase community awareness and grow stakeholders; solidify and present a clearly-defined organizational identity

## **Core Strategies:**

- Implement an organizational re-brand (with consideration of program brands)
- Identify and utilize new outreach channels to grow stakeholders
- Coordinate/streamline cross-organizational marketing efforts
- Create procedures/guidelines to maximize volunteer involvement and effectiveness in service of overall marketing efforts

# FUNDRAISE FOR CAPACITY AND RESOURCES

**Goal:** Grow contributed revenue to fortify organization's infrastructure and enhance programmatic offerings and impact

## **Core Strategies:**

- Clarify and build out membership/monthly/annual donor program
- Create and implement a major gifts program
- Develop corporate sponsorship program
- Obtain more grant funding for specific programmatic and operational needs

# UNDERSTANDING KEY TERMINOLOGY

**PRIORITY**



Focus area identified in Strategic Plan

**GOAL**



What you hope to achieve

**STRATEGIES**



How your goal will be achieved

**ACTION STEPS**



The tactical actions required to execute the strategy

# PROGRAM “4E” FRAMEWORK

