



<p>Retaining Our Donor Base: How do we retain private and corporate giving and stay in front/relevant in the community?</p>	<ul style="list-style-type: none"> • Accreditation • Donor Communications • Increase Technology Capability • Signature Fundraiser Event 	<p>Submit completed accreditation application</p> <ul style="list-style-type: none"> • Use accreditation to gain revenue • Budget for updated technology in 2021 • Hold new donor event at Garden annually • Track donor/volunteer conversion rate • Design multilevel giving program • Targeted donor communication • Increase number of recurring giving members
<p>Expanding Our Board: How do we source from the whole population to ensure the board represents the clients it serves regarding diversity and culture?</p>	<ul style="list-style-type: none"> • Board Diversity • Advisory Board/committee • Onboarding Process • Affirmation Statement • Increase Corporate Sponsorship Involvement 	<p>Conduct board evaluation to identify diversity and skills needed to help CASA fulfill its mission</p> <ul style="list-style-type: none"> • Increase Board to 15-20 members focusing on gaps identified during the evaluation • Establish a Board onboarding process to include board manual • Establish an Advisory board/ Committee • Engage CASA staff in recruiting efforts
<p>Expanding Our Services: How do we partner with the community and other agencies to expand our programs and services?</p>	<ul style="list-style-type: none"> • Explore Merger w/ Nexus and others • Build on Current Services • Home Repairs • Program Analysis to identify gaps 	<p>Conduct full analysis of programs and services based on impact and profitability</p> <ul style="list-style-type: none"> • Establish partnerships with Huntsville Builder School and local contractors to create more ramp teams • Explore possible merger opportunity with Nexus Energy
<p>Increasing Our Resources: How do we build our brand and increase funding.</p>	<ul style="list-style-type: none"> • Rebranding Counseling • Conduct Town Hall Meetings • Explore Improved Garden Usage (Science partnership with UAH) • Marketing Campaign • Recurring Giving • Community Outreach • Corporate Partnership 	<p>Create a task force to identify ways to build our brand</p> <ul style="list-style-type: none"> • Survey our board, staff, volunteers, and community leaders • Seek community suggestions • Provide educational webinars/meetings