



Dallas Community Foundation 2019-2024 Strategic Plan Goals and Objectives

GOAL 1: We will increase our financial capacity to fulfill the DCF mission.

Objective 1.1 Achieve \$4 million in assets by 2024.

- Grow Community Impact Fund by \$1 million
 - Develop a fundraising and marketing campaign specific to this initiative
- Grow designated funds by \$700,000
 - Develop a fundraising and marketing campaign specific to this initiative
- Prudently invest funds in accordance with DCF investment policies

Objective 1.2 Explore the establishment of designated endowment funds for specific issue areas.

- Establish policy and procedures for designated endowment funds
- Develop a fundraising and marketing campaign specific to these funds

GOAL 2: We will make a measurable and meaningful impact in the Dallas community.

Objective 2.1 Convene periodic trainings for non-profit organizations such as grant writing, capacity building, etc.

- Identify capacity needs of local non-profit organizations
- Develop, market and deliver trainings

Objective 2.2 Make annual distribution of grants to local non-profit organizations, balancing immediate needs and long-term capacity building, based on projects that will make a measurable and meaningful impact in the community.

- Establish grant selection criteria
- Solicit grant proposals
- Award and distribute grants
- Monitor grant progress

Objective 2.3 Complete an annual report of grant activities including impact measurement data.

- Evaluate success of grant projects, retain as reference for future grant cycles
- Publish and make the report available to the general public
- Incorporate information with the newsletter

Goal 3: We will be known as the preeminent avenue for community support.

Objective 3.1 Implement a marketing plan and revisit annually.

- Publish newsletters and e-newsletters
- Post to Facebook
- Press releases to Polk IO and Chamber Member News
- Public Outreach Presentations
- Pursue sponsorship and other appropriate marketing opportunities

Objective 3.2 Maintain a toolbox of appropriate informational and marketing materials.

- Case statement
- Brochure
- Newsletter
- Financial information snapshot
- Menu of giving options

Goal 4: We will be a strong and effective organization poised to address the needs of the Dallas community.

Objective 4.1 Develop and strengthen the DCF's capacity and sustainability.

- Review and update DCF policies and procedures to follow best practices
- Develop a system to regularly communicate with donors
- Review and/or update all policies and procedures on an annual basis or as dictated by individual policy
- Provide on-going board education opportunities

Objective 4.2 Actively engage in the Dallas community.

- Continually monitor and assess community trends and needs
 - Participate in Dallas Service Integration Team
- Regularly communicate with community leaders and non-profit organizations
 - Conduct public outreach presentations
- Sponsor community events
- Board members participate in community service activities
 - Board members participate in a service project in lieu of a board meeting

