



Strategic Planning Committee SUMMARY OF SMART GOALS & ACTION PLANS

Fundraising & Operations Workgroup

V07-06-23

Fundraising & Operations Workgroup

1. Shel Beugen – Member since 1977
2. Zac Bleicher – OTTA Board Director
3. Ray Clark – OTTA Board President
4. Diane Fitzgerald – Co-Editor OTTA Newsletter
5. Anne Giffels – OTTA Board Art Fair Chair
6. Barb Guttman – Director of Operations
7. Claire Leaman – Past OTTA Treasurer
8. Leah Marshall – New Member, Earth Day Co-Chair
9. Ericca Reavis – New Member, Heritage Projects Volunteer
10. Rick Rausch – Past OTTA President

Fundraising & Operations Workgroup Structure

Fundraising & Operations Workgroup (Diane Fitzgerald, Lead)

Operations Subworkgroup (Claire Leaman, Lead)

- **Staffing & Facility**
- **Technology**
- **Knowledge + Data**

Fundraising Subworkgroup (Shel Beugen, Lead)

Volunteer Corps Subworkgroup (Leah Marshall, Lead)

METHODOLOGY

Process to Date: Consultant Assessment, planning structure, discussions, idea-share based on knowledge, observation and presenting (August 2022-present, needs Board approval)

Next Phase One: Assessments/Audits + Inventories to determine what we have, what we need (Sep23-Mar/Apr24) (Call to Volunteers to support this phase)

Phase Two: Findings Reports/Recommendations, Prioritizing and Presenting (Jul24, needs Board approval)

Phase Three: Planning and Presenting (Nov24, needs Board approval) (Continue with Volunteers)

Phase Four: Implementation (varied, 2025) (Continue with Volunteers)

Fundraising & Operations Workgroup: SMART Goals

SMART Goals

1. Identify and develop strategies, systems, policies and procedures/processes to support engagement, collaboration and knowledge management.
2. Review and recommend steps to diversify OTTA's funding sources.
3. Create a Volunteer Development Program.

EXPLAINING SMART

Each Workgroup was assigned SMART Goals by consultant, John Engman, to give structure to the areas of focus and as jumping off points for exploring the initiatives associated with the Workgroup. It was the way we could test our ideas.

Specific ► Measurable ► Achievable ► Relevant ► Time-Bound

Fundraising & Operations Near Term Priorities

Each Workgroup was also guided by OTTA's **9 Strategic Issues**. Of the nine, the Fundraising & Operations Workgroup focused on two:

- OTTA needs to determine the role of paid staff and volunteers in its business model and organization, and build a Volunteer Development Program that will ensure that it can build a future corps of volunteers as committed and talented as the current group.
- OTTA needs to make targeted investments to improve its organizational infrastructure and systems (facilities, policies & procedures, technology, training, management, communications, etc.) to assure the organization operates efficiently and effectively and can support future growth.

OPERATIONS TEAM (Claire, Barb, Anne, Ericca, Rick)

- Assess OTTA's infrastructure, work/workload and facility – what we have, what we need (Sep-Oct-Nov23)
- Purge all areas of The Triangle Center (\$\$, Nov-Dec23, Jan24)
- Improve Office (\$\$, Feb-Mar-Apr24?)
- Hire Tech Guy contractor (\$\$, Sep-Oct24)

Fundraising & Operations Near Term Priorities (continued)

FUNDRAISING TEAM (Shel, Zac, Diane, Barb, Rick)

- Expand Board size and add a new standing committee: Fundraising Committee (Nov23)
- Assess the current situation – including the effort required to produce the revenue and like-organizations for inspiration – and develop recommendations for improving and sustaining OTTA's new funding sources (Jan-Feb-Mar24)
- Experiment with 1-2 program-specific funding drives (\$\$, Sep-Oct24)

VOLUNTEER CORPS TEAM (Leah, Zac, Diane, Claire, Ericca)

- Expand Board size and add a new standing committee: Volunteer Corps Committee (Nov23)
- Assess the current situation – determine workforce and staffing needs, structure/system for recruiting-training-managing-tracking-retaining volunteers – and develop recommendations for building and sustaining OTTA's new Volunteer Corps (Aug-Sep-Oct23)
- Experiment with a Call To Volunteers to recruit/retain existing and new volunteers to continue the work of this Subworkgroup/Workgroup – aligning outreach messaging with other Board Committees and SPC Workgroups (Oct-Nov-Dec23)

Longer Term Priorities Resulting from Strategic Issues

- **OPERATIONS**

- Flexible Activities Space (\$\$, Jan25)
- Improved Tech Infrastructure (\$\$, Nov24)
- Hire Librarian Scientist contractor (\$\$, Jan25)

- **FUNDRAISING**

- Build Fundraising Committee with 4-5 members/neighbors continuing the work of this Subworkgroup/ Workgroup (Jan24)
- Develop a Fundraising Strategic Plan, including tools to function, aligning with Board Committees and other SPC Workgroups (Sep-Oct24)
- Hire a Fundraising Consultant, with a proven track record, to implement the Plan (\$\$, Sep-Oct25)

- **VOLUNTEER CORPS**

- Build Volunteer Corps Committee with 4-5 members/neighbors continuing the work of this Subworkgroup/ Workgroup (Jan24)
- Develop a Volunteer Corps Strategic Plan, including tools to function, aligning with Board Committees and other SPC Workgroups (Sep-Oct24)
- Hire an experienced PT Volunteer Coordinator to implement the Plan and manage the Volunteer Corps (\$\$, Sep-Oct25)

Fundraising & Operations Impact Summary

- Better understanding of our current situation, our current capacity and growth potential
- Enables the OTTA to demonstrate its commitment to its Mission, Vision and Values
- Enables the OTTA Board of Directors to fulfill their fiduciary responsibilities
- Improves quality of workload and work environment
- Improves all tools to function
- Enables staff and volunteers to succeed
- Relieves current staff of responsibilities better suited for subject matter experts and additional staff
- Fundraising provides an option for people who cannot volunteer
- Peace of Mind = New Money + Expensing Revenue Sources + Diversity of Funds
- Provides a disciplined approach with professional processes and best practices which will improve efficiencies and effectiveness
- Expands capacity and growth potential