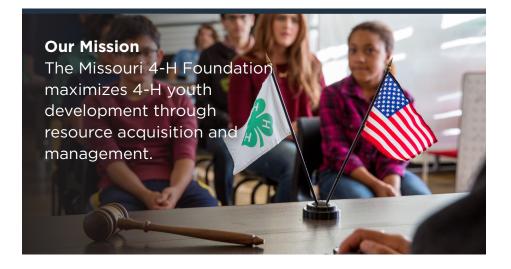


# **STRATEGIC PLAN**

A Vision for 2019-2023

### Supporting Positive Youth Development

The Missouri 4-H Foundation is the private resource partner of the University of Missouri Extension 4-H Center for Youth Development.



#### **Strategic Guideposts**

These strategic guideposts are at the heart of all that we do. They provide the basic foundation and direction that will guide our work over the next five years.

- Expand and Deepen our Donor Base
- Cultivate and Leverage New and Existing Partnerships
- Deliver Excellent Stewardship
- Expand and Prioritize Communications and Marketing

# **Expand and Deepen our Donor Base**

- Identify and engage Missouri 4-H alumni in meaningful ways
- Increase regional engagement opportunities
- Communicate strategically with donors and partners
- Educate donors and partners about opportunities to give

# Cultivate and Leverage New and Existing Partnerships

- Enhance engagement opportunities through strategic partnerships with 4-H affinity groups
- Build relationships with county faculty, staff and volunteers
- Partner with National 4-H Council to connect with alumni
- Identify strategic partnership alignments for new growth opportunities

## **Deliver Excellent Stewardship**

- Inspire donor loyalty through intentional communication
- Ensure fundraising initiatives support 4-H greatest needs
- Provide sound fiscal management

#### **Expand and Prioritize Communications and Marketing**

- Promote the Missouri 4-H Foundation brand
- Develop and invest in a comprehensive marketing and communications plan
- Enhance our online presence