

## Smoky Mountains Strategic Planning 2020

Goal 1 Resource Development					Result
Board will raise \$677,500 of net financial operating support in 2020.					
	1	One Campaign Net Goal \$428,500	December	Farragut	
	2	Board Campaign will achieve 100% participation	February	Farragut	
	3	Steak & Burger Auction Net Goal \$75,000	June	Rhett Boiling	
	4	Golf Tournament Net Goal \$115,000	December	Barry Shular	
	5	Festival of Trees Net Goal \$50,000	December	Mignonne	
	6	100% payment of board dues \$9,000	Decemeber	David Ratliff	
	7	Start new Track to Track road race for campaign	June	Jessica Will	
Goal 2 Resource Development					Result
Start a young professionals society for that secrues 20 participants and \$12,000 for the Great Futures Campaign					
	1	Meet with Ellen Wilhoit to discuss age ranges and other ideas	February	Nick/Jessica	
	2	Determine gift and service amounts to join society	March	Group	
	3	Plan two activities to recruit society members	March	Group	
Goal 3 Property					Result
Make prioritized list of building renovation projects with cost estimates and coplete as approved by board within allotted budget.					
	1	Add pavers to front and back of Gatlinburg Branch	May	Richmer	
	2	Replace Carpet in Pigeon Forge \$17,000	May	Ross/Arwood	
	3	Recover upholstery on 7 sofa's in Pigeon Forge \$2,650	May	Ross	
	4	Recover upholstery on 1 sofa 2 love seats and 3 charirs in Gat \$1,605	October	Property	
	5	Purchase 3 sofa's for Sevierville Teen Center \$5,400	May	Ross	
	6	Switch Office phones to VOIP \$2,500	March	Ross	
Goal 4 Property					Result
Find a solution to Kodak Branch building problem.					
	1	Create rendering of future Kodak Branch	March	Arwood/Ross	
	2	Create case for support for future Kodak Branch	May	Ross/Karen	
	3	Create front page story in Mountain Press "Looking for a Hero"	May	Ross/Karen	
	4	Explore land options through various options	Decemeber	Committee	
Goal 5 Program					Result
Create guidelines and templates for Lead to Feed and Women of Empowerment to clarify roles and responsibilities					
	1	Meet with current Women of Empowerment leadership	April	WOE Leadership	
	2	Set standard template	June	WOE Leadership	

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	3	Meet with Lead to Feed Lead Board Members to set template	May	LTF Leadership	
<b>Goal 6 Program</b>		<b>Action Steps</b>	<b>Time Line</b>	<b>Responsibility</b>	<b>Result</b>
<b>Implement a text reminder program for lead to feed dinners</b>					
	1	Explore options of programs and processes	March	Dove/Robinette	
	2	Decide and implement program	May	Committee	
<b>Goal 7 Program</b>		<b>Action Steps</b>	<b>Time Line</b>	<b>Responsibility</b>	<b>Result</b>
<b>Start Productive Futures 2.0 "The Next Step for 15-18 year old members</b>					
	1	Identify board members will to participate in the program	March	Melissa Dove	
	2	Hold training with kids and volunteers who will help with the program	May	Melissa Dove	
	3	Finalize curriculum	May	Melissa/Branch Directors	
	4	Role out program to Program Committee	May	Jackie Ownby	
<b>Goal 8 Endowment</b>		<b>Action Steps</b>	<b>Time Line</b>	<b>Responsibility</b>	<b>Result</b>
<b>Create and implement an annual endowment calendar with training and informational events and materials</b>					
	1	Committee will meet to decide on frequency and topics	June	Committee	
	2	Implement developed plan starting in July	July	Committee	