

Aberdeen Public Schools Foundation, Inc.
2023/2024 Fiscal Goals & Strategic Plan
7/12/23

Support our Students and Staff

1. Promote Foundation Grant and Scholarship programs: District Collaboration, Dual Credit Books, Science Research, Student Needs, New Teacher, etc.
 - a. Market and publicize grants to staff via email and contact with school administrators to obtain competitive applications for all scholarships and grants.
 - b. Publicize grant recipient project successes in local media and throughout the district.
2. Develop effective programs and/or promotions to market the Foundation (who we are, what we do) to elementary, middle school and high school students as well as parents, staff and alumni.
 - a. Connect with parents during orientation/school tours at every elementary school in August.
 - b. Show appreciation for each school in January by delivering treats to teachers' lounges.
 - c. Feature Foundation support prominently at school and Foundation events.
 - d. 8th Grade parent night @ CHS in spring (sponsor cookies), 9th grade orientation in the fall
 - e. CHS Awards Night
 - f. Retirement reception
 - g. New Family packets
3. Create an endowment for core mission (unrestricted) support of students and staff.

Involve our Alumni

1. Keep Alumni connected and invested in the work of the Foundation.
 - a. Track statistics on website, emails and social media to evaluate effectiveness of communication tools, methods and content.
 - b. Increase newsletter readership by including features related to school and community events.
 - c. Communicate Foundation programs and projects to alumni reunion groups. (Class mailings, email, tours of schools and alumni room)
 - d. Ask to bring greetings from the Foundation and school/foundation updates at class reunion gatherings.
 - e. Offer to assemble and mail one mailing per reunion (include Foundation promotion material).
 - f. Hall of Fame Banquet
 - g. Graduation photos with "Welcome, Alumni" letters
2. Continue to grow "Eagle Pride" Foundation annual giving program for unrestricted core mission use.
 - a. Post weekly on social media and emphasize online contribution options monthly.

- b. Promote direct deposit, payroll deduction, employee match and remembering the Foundation in estate planning in all publications and social media.
 - c. Grow annual contributions by 5% to fund and enhance existing programs.
 - d. Increase donor engagement and stewardship focus.
3. Promote endowments/scholarship funds through newsletter articles and mailings to encourage donations from a specific audience.
 - a. Create mailings for each endowment to past donors about financial growth of endowment, and what the funds are accomplishing.
4. Develop Giving programs
 - a. Planned Giving: Emphasize giving options for alumni and community members to leave a legacy and help future students.
 - i. Information in all publications
 - ii. Related article in every newsletter
 - b. Major Gifts: Identify and connect with 6 individuals
 - c. Monthly Giving Program: promote staff payroll deduction giving

Partner with our Community

1. Eagle Pride Partnership program. (Digital signage at Central)
 - a. Maintain current partners at current levels. Upon renewal, encourage them to move up a level.
 - b. Completely fill all available digital sponsorship levels with existing and new partners.
2. Community outreach and public relations
 - a. Work with Communications Director to unify consistent messaging.
 - b. Promote the Aberdeen School District through the local media and other outlets with the goal of increasing student enrollment.
 - c. Get to Know the Eagles signs
 - d. Serve as a resource for funding requests to find the best funding source fit within the Foundation, schools, or community.
 - e. Knight for a Princess event
 - f. Create press releases for media and articles for school for newsletters and local publications.
 - g. Utilize Foundation display board at school and Foundation events.
3. Board management
 - a. Identify new Board members from diverse backgrounds
 - b. Review and update policies
 - c. Board training and mission moment at every meeting