



Athens City Schools Foundation

STRATEGIC PLAN

2016 - 2018

Mission

The mission of the Athens City Schools Foundation is to serve as an advocate to mobilize community support and financial resources to support teachers and students within the Athens City School System.

Goals

- I. To seek financial support to help meet the needs of teachers and students.
- II. To award funds in the support of programs and services implemented within the school system.
- III. To ensure accountability of how foundation funds are managed and utilized.
- IV. To promote a community that is informed about the needs of the school system and one that is knowledgeable about how their contributions impact the lives of teachers and students.

Program of Work

**GOAL 1: To seek financial support to meet the needs of teachers and students.
(Funding)**

Strategic Priorities	Action/Activity	Target dates	Responsibility	Status
Utilize and cultivate the existing funding operations through the Athens Utilities and Employee Giving	Continue utility donations through Athens Utilities.	Ongoing	Board of Directors	
	Explore possibility of sending promotional flyer to utility customers.	September 2016	Board of Directors Executive Director	
	Explore possibility of including utility donation form in the Athens Utilities newsletter.	June 2016	Board of Directors Executive Director	
	Continue employee giving through payroll deductions.	Ongoing	Board of Directors Executive Director CSFO	
	Provide payroll deduction information at teacher orientation each summer.	August 2016	Board of Directors Executive Director	
	Develop Comprehensive Employee Giving Goals and Recognitions	Increase Employee Giving from 5% to 100%	April 2017	Board of Directors Executive Director
Mail campaign kick-off letter home with Superintendent's letter in July.		July 2016	Executive Director	
Facilitate "Employee Giving Campaign" at annual teacher breakfast.(Tables setup to take money)		August 2016	Board of Directors Executive Director Superintendent	

	Recognize school with the highest teacher giving percentage with award luncheon.	September 2016	Board of Directors Executive Director	
	Conduct door-prize drawing at teacher in-service for all donors.	August 2016	Board of Directors Executive Director	
	Recognize teachers on their name badges (sticker) if they are enrolled in employee giving program.	September 2016	Executive Director	
Launch Annual Giving Campaign	In tandem with the beginning of school, launch an annual giving campaign to raise funds.	August 2016	Board of Directors Executive Director Committee	
Cultivate Alumni Support	Annual Giving Campaign	August 2016	Board of Directors Executive Director Committee	
	Host Alumni Programming at Homecoming (Pre-Game Tent, Reception)	October 2016	Board of Directors Executive Director Committee	
	Create database of Alumni to use in sending online newsletter	June 2016	Executive Director	
	Support Alumni Class Reunions	Ongoing	Executive Director	
	Host receptions in Foundation Room during school events	September 2018	Board of Directors Executive Director Superintendent	
	Design displays for Alumni Room in new	February 2017	Board of Directors	

	high school.		Executive Director Superintendent
Cultivate Grandparent’s Giving	Develop a plan to host a fundraising campaign during Grandparents week at our schools.	September 2016	Board of Directors Executive Director Committee
Explore the development of ACS Foundation “Capital Campaign.”	Develop a plan to execute a Capital Campaign in support of new high school (classroom naming opportunities)	December 2016	Board of Directors Executive Director Superintendent
	Board Members and Executive Director to meet personally with possible corporate donors.	Ongoing	Board of Directors Executive Director Superintendent
Explore options for an annual major fundraising event	Present fundraising options to the Board for their review/selection.	May 2016	Executive Director Committee
Solicit sponsors/friends to host “Dinner with Friends” events during the year	Secure four sponsor/friends to host dinner party and invite their friends to promote the Foundation and solicit donations.	July 2016	Board of Directors Executive Director
Explore funding opportunities through corporations, foundations, federal, etc.	Continue to research and apply for grant funding to support existing Foundation programs and activities and opportunities for new programs and activities.	Ongoing	Executive Director
Develop a plan to recognize the Foundation and honor ACS donors at the new high school.	Establish Wall of Donors	July 2017	Board of Directors Executive Director
	Establish Brick Paver Campaign	February 2017	Board of Directors Executive Director

GOAL 2: To award funds in the support of programs and services implemented within the school system. (Programs)

Strategic Priorities	Action/Activity	Target dates	Responsibility	Status
Evaluate, improve and grow Ralph Brett Fund	Add Lib Brett to fund name	May 2016	Board of Directors	
	Review process to apply for funding.	August 2016	Board of Directors	
	Review process for contributions to the fund.	June 2016	Board of Directors	
Evaluate, improve and grow the Huntsville Symphony Violin Program	Develop public awareness of the Foundations' support of the violin program (newspaper articles, Banner to display at Schools during performances, Attendance at performance by Executive Director and/or Board Member.	July 2016	Board of Directors Executive Director	
Evaluate, improve and grow Teacher Grant Requests	Review request process and evaluate timeline for application submission and grant awards.	December 2016	Board of Directors	
	Create online application form.	May 2017	Executive Director	
	Establish process to ensure grants are aligned with school system's instructional goals.	May 2018	Executive Director	
	Create a fund to support financial grants for	June 2016	Board of Directors	

Expand the “reach” of the Foundation by supporting more programs impacting diverse populations.	teacher professional development opportunities.			
	Consider adopting “Teacher of the Year” and evaluate teacher recognition programs	June 2016	Board of Directors	
	Review additional opportunities for teacher appreciation activities. (Food in break room, manicures, luncheons)	June 2016	Board of Directors Executive Director	
	Explore opportunities for teacher/student inspirational events (Chalk guy)	Ongoing	Board of Directors Executive Director	
	Develop a student scholarship.	April 2017	Board of Directors Executive Director	
	Award student success at the school-level(grades, attendance).	April 2017	Board of Directors Executive Director	
	Support school-based projects when appropriate.	Ongoing	Board of Directors Executive Director	
Develop partnerships within the community to enhance programs offered through the Foundation	Establish relationship with AHS Alumni Association.	May 2016	Board of Directors Executive Director	
	Participate in other community organization’s events (Chamber, Hospital, Hospice, etc.)	Ongoing	Board of Directors Executive Director	
Provide additional classroom financial support for teachers	Review opportunity for teacher annual allocation to come from the Foundation	May 2016	Superintendent Board of Directors Executive Director	

GOAL 3: To ensure accountability of how foundation funds are managed and utilized. (Operations)

Strategic Priorities	Action/Activity	Target dates	Responsibility	Status
Implement best-practices management and operating procedures to govern and direct the work of the Foundation	Review current by-laws and amend as needed.	May 2016	Board of Directors	
	Develop monthly meeting schedule for Board.	July 2016	Board of Directors Executive Director	
	Create committees within the Board (Funding, Programs, Operations, Community Awareness)	May 2016	Board of Directors Executive Director	
	Develop committee objectives/responsibilities.	May 2016	Board of Directors Executive Director	
	Create a list of Board Responsibilities.	May 2016	Board of Directors Executive Director	
	Develop a Code of Ethics for Board Members.	May 2016	Board of Directors Executive Director	
	Develop a Confidentiality Policy for Board Members.	May 2016	Board of Directors Executive Director	
Provide Board/Executive Director Leadership Training	Create board books for each Board Member for use during monthly board meetings (include financial report, program updates, report from the director, etc.)	June 2016	Executive Director	

	Create a new member orientation process.	June 2016	Board of Directors Executive Director	
	Host annual Board Retreat.	April 2017	Board of Directors Executive Director	
	Attend Regional/National Workshops related to fundraising	Ongoing	Board of Directors Executive Director	

GOAL 4: To promote a community that is informed about the needs of the school system and one that is knowledgeable about how their contributions impact the lives of teachers and students. (Community Awareness)

Strategic Priorities	Action/Activity	Target dates	Responsibility	Status
PROGRAMS				
Create awareness of the ACS Foundation in the community and among alumni.	Create marketing message for specific target markets: -Alumni -Teachers/ACS employees -Parents -Grandparents -Business Leaders -Students -Industry -General Community	July 2016	Board of Directors Executive Director	
	Place ad in football program. (Testimonials from teachers/students)	June 2016	Executive Director	
	Place ad in hospital Focus Magazine	June 2016	Executive Director	
	Place ad in Chamber Magazine	June 2016	Executive Director	
	Create and publish testimonials from teacher grant program.	June 2016	Executive Director	
	Develop video to show at AHS football games on the jumbotron.	August 2016	Executive Director	
	Develop video for promotional purposes in community (Rotary, Chamber)	August 2016	Executive Director	

	Purchase marketing materials to use when setting-up booth at public events	July 2016	Executive Director	
	Develop Annual Report	August 2017	Executive Director	
	Design digital logo that businesses can use in advertisement indicating they are a contributor to the Foundation.	June 2016	Executive Director	
	Create sticker that businesses can place on door indicating they are a contributor to the Foundation.	June 2016	Executive Director	
Create a strong and active online presence for the Foundation.	Develop new website for the Foundation (could link to the Foundation website from the ACS website)	July 2016	Executive Director	
	Maintain Facebook Page	Ongoing	Executive Director	
	Maintain Twitter Page	Ongoing	Executive Director	
Acknowledge donors	Send thank you letter to donors from Foundation	Ongoing	Board of Directors Executive Director	
	Develop database of donors to ease communication efforts	Ongoing	Executive Director	
	Develop business/corporate sponsor list	Ongoing	Executive Director	
	Acknowledge donors in Annual Report and on Web Site	June 2017	Executive Director	
Convene stakeholders for information sharing,	Conduct surveys of various target markets to	September 2017	Executive Director	

communication, event planning, etc.	gather perceptions about the Foundation. Conduct surveys of teachers regarding teacher grant application process and to identify needs in which the Foundation may be able to assist.	November 2016	Executive Director	
-------------------------------------	--	---------------	--------------------	--