

NORTH EAST EDUCATION FOUNDATION: 2018-2021 ROADMAP

Topic	6 Months	1 Year	3 Years
<p>Financial <i>Responsibility: Finance Committee</i></p>	<ul style="list-style-type: none"> Establish designated funds baseline Establish process for calculating non-designated funding growth target for budget Re-visit endowment structure 	<ul style="list-style-type: none"> Set designated funds growth goal (12/18) Set non-designated funds growth goal, according to process established (5/19) Set 2021 endowment goal (5/19) 	<ul style="list-style-type: none"> Develop framework for establishing / maintaining self-sufficient endowment
<p>Prospective Donors <i>Responsibility: Development Ad-Hoc Task Force</i></p>	<ul style="list-style-type: none"> Engage board member alumni networks Establish donor retention baseline Set donor retention goal 	<ul style="list-style-type: none"> Identify & reach out to high capacity alumni Engage local business owners 	<ul style="list-style-type: none"> Engage 200 NEISD alumni about adding endowment to their will (long-range giving campaign)
<p>NEEF Training + Education <i>Responsibility: Governance & Nominating Committee</i></p>	<ul style="list-style-type: none"> In-person training for first time members Create strategic board member roles (City officials, local leaders) Develop NEEF elevator pitch and infographics with Staff for board members 		<ul style="list-style-type: none"> Develop online training template / tools for NEEF members
<p>Engaging Donors beyond \$ <i>Responsibility: Projects Committee, Development Ad-Hoc Task Force</i></p>	<ul style="list-style-type: none"> Develop program for donor to deliver checks to recipients (Projects) Prepare report of where funds are donated (Projects) Thank you / call to ALL donors (Full Board) 	<ul style="list-style-type: none"> Develop program for donor “field trips” to visit NEEF grants at schools (Projects) Bring 20 donors on field trips (Projects) 	<ul style="list-style-type: none"> Develop long-term commitment program to specific causes/schools/teachers/students (Development) Build donor profiles to track/increase giving (Development) Bring 100 donors on field trips (Projects)
<p>Grants <i>Responsibility: Projects Committee, Development Ad-Hoc Task Force</i></p>	<ul style="list-style-type: none"> Develop Innovation Award for best use of grant (Projects) Award grant for cluster/campus hero (Projects) Apply for 5 outside grants (i.e. Kronkowsky) (Development) 	<ul style="list-style-type: none"> Apply for 10 outside grants (Development) 	<ul style="list-style-type: none"> Apply for 20 outside grants annually (Development)
<p>Public School Advocacy <i>Responsibility: Executive Committee</i></p>	<ul style="list-style-type: none"> Check on legalities 	<ul style="list-style-type: none"> Sponsor trip for NEEF board to State Legislature for advocacy (1/19) Develop Governmental Affairs committee 	<ul style="list-style-type: none"> Increase pressure on Austin to increase public school funding
<p>Community Engagement + Events <i>Responsibility: Executive Committee</i></p>	<ul style="list-style-type: none"> Assess staff availability on all activities Tell stories of educators, not just students Join San Antonio Area Foundation 	<ul style="list-style-type: none"> Combine Friends + Team NEISD to annual campaign (for 2019-20) 	<ul style="list-style-type: none"> Identify 20 new company donations by 2021 Develop campus challenge for one large grant
<p>Public Relations <i>Responsibility: Executive Committee</i></p>	<p>Staff to report on the following:</p> <ul style="list-style-type: none"> Develop infographics for flyers, brochure, posts / push out via social media Notify local press of foundation goals Set social media goals and standards (post frequency/quality) 	<ul style="list-style-type: none"> Assign NEEF directors speak at district PTAs and community events Develop structured social media campaign 	
<p>Data, Metrics + Measurement <i>Responsibility: Projects Committee</i></p>		<ul style="list-style-type: none"> Begin tracking metrics of student success Track impact of grants Establish goals for metrics improvement 	<ul style="list-style-type: none"> Utilize metrics for public relations and public school advocacy Modify metrics goals, as needed