

## LONG-TERM VISION—END RESULT

- To reduce the negative impact of substance abuse in Logan County.

## SHORT-TERM STRATEGIES

- UW volunteer Board Member representation at CORE meetings and activities with the purpose of keeping UW informed of community progress and opportunities for UW to get involved.
- Establish a UW subcommittee to meet quarterly about this issue and to monitor progress and develop UW's strategies in this area.
- Research online and via telephone meetings the types of successful drug programming United Way's are funding or working in other communities around the country. Identify 1-3 programs not being done here that can be emulated locally and seek to implement them.
- Obtain 2017 data points for the baseline for the measurable outcomes.

## STRATEGIES FOR YEARS 2-5

- Prioritize UW funding to local programs impacting the drug epidemic, with an emphasis on prevention programming.
- Implementation of strategies identified in Year 1 research.

## MEASUREABLE OUTCOMES

- Reduction in documented overdose cases and deaths in Logan County.
- Reduction in number of drug-related crimes in Logan County.
- Increase in the number of exposure / impressions students have to prevention programming and messaging.
- Increase access to treatment and support programs.

LONG-TERM VISION—END RESULT	SHORT-TERM STRATEGIES	STRATEGIES FOR YEARS 2-5	MEASUREABLE OUTCOMES
<ul style="list-style-type: none"> <li>To reduce poverty and increase self-sufficiency in Logan County.</li> <li>To provide long-term, coordinated help for people with rent/utility/housing issues in Logan County.</li> </ul>	<ul style="list-style-type: none"> <li>Establish a UW subcommittee to meet quarterly about this issue and to monitor progress and develop UW's strategies in this area.</li> <li>Establish a Financial Stability Coalition in Logan County (like CORE) with representation and experts in areas of financial literacy, rent and utility assistance, schools, banks, and more.</li> <li>Conduct poverty simulation for service agencies and community leaders.</li> <li>Continue to promote and build VITA and United Way Worldwide's <a href="http://www.myfreetaxes.com">www.myfreetaxes.com</a>.</li> <li>Research curriculum being taught in area schools and see if there are opportunities to help bring new/additional resources to the classroom.</li> <li>Research online and via telephone meetings the types of successful financial stability programs United Way's are funding or working in other communities around the country. Identify 1-3 programs not being done here that can be emulated locally and seek to implement them.</li> <li>Beyond financial aid, consider education and long-term planning opportunities.</li> <li>Obtain 2017 data points for the baseline for the measurable outcomes.</li> </ul>	<ul style="list-style-type: none"> <li>Provide financial literacy education for low-income clients at Funded Agencies.</li> <li>Provide "Lunch &amp; Learn" Financial sessions at area workplaces for low-income employees.</li> <li>Prioritize UW funding to local programs impacting financial stability.</li> <li>Implementation of programs identified in Year 1 research.</li> </ul>	<ul style="list-style-type: none"> <li>Tracking the poverty rate in Logan County.</li> <li>Tracking the ALICE rate in Logan County.</li> <li>For ____ of people to take financial literacy courses.</li> <li>Number of clients / families served by new and existing UW-funded programs in this area.</li> <li>Tracking clients of certain UW-Funded programs (ex. Rent/Utility Assistance) after they've been served to make sure the help has had long-term (at least 1 year) success? (Can repeat users be tracked.)</li> </ul>

LONG-TERM VISION—END RESULT	SHORT-TERM STRATEGIES	STRATEGIES FOR YEARS 2-5	MEASUREABLE OUTCOMES
<ul style="list-style-type: none"> <li>To help strengthen and stabilize the local workforce</li> </ul>	<ul style="list-style-type: none"> <li>UW volunteer Board Member representation at Workforce Collaborative meetings and activities with the purpose of keeping UW informed of community progress and opportunities for UW to get involved.</li> <li>Establish a UW subcommittee to meet quarterly about this issue and to monitor progress and develop UW's strategies in this area.</li> <li>Conduct discussions with 4-5 contacts in local HR departments not participating in the Collaborative about their view of the issues.</li> <li>Conduct discussions with a panel of low-income workers about challenges and motivations.</li> <li>Research online and via telephone meetings the types of successful workforce programs United Way's are funding or working in other communities around the country. Identify 1-3 programs not being done here that can be emulated locally and seek to implement them.</li> <li>Use resources from UWW as this is a Bold Goal on the Worldwide level through 2028.</li> <li>Obtain 2017 data points for the baseline for the measurable outcomes.</li> </ul>	<ul style="list-style-type: none"> <li>Promote / coordinate skilled labor training and outreach to the demographic beyond school / college (Ages 18-30)</li> <li>Consider a "Job Readiness Fair" that could occur a week before a large Job Fair, with mentors and others to help with interview skills, soft skills, resume preparation, work clothes, grooming.</li> <li>Consider RFP's for career training and job-search assistance, credit counseling programs.</li> <li>Implementation of strategies identified.</li> </ul>	<ul style="list-style-type: none"> <li>Reduction in turnover at local employers</li> <li>Higher household income levels in Logan County (via the ALICE report and other demographic information)</li> <li>Number of students enrolled in educational programs geared toward workforce readiness</li> <li>OTHER measurable outcomes?</li> </ul>

## LONG-TERM VISION—END RESULT

- To establish and grow an Endowment

## SHORT-TERM STRATEGIES

- Continued support of the UW subcommittee already established to meet quarterly about this issue and to monitor progress and develop UW's strategies in this area.
- To finalize internal policies regarding the Endowment Fund.
- To partner with a local Community Foundation OR begin accepting gifts.
- Develop promotional materials, including Case material for serious prospects and general materials / verbiage for the general public.
- Identify our top 25-50 prospects,

## STRATEGIES FOR YEARS 2-5

- Continue meeting with at least one prospect / month.

## MEASUREABLE OUTCOMES

- Number of meetings held with potential prospects
- Number of donors to the Endowment Fund

# STRATEGIC PLAN - BOLD GOAL - INCREASE OUTREACH TO OUTLYING AREAS

LONG-TERM VISION—END RESULT	SHORT-TERM STRATEGIES	STRATEGIES FOR YEARS 2-5	MEASUREABLE OUTCOMES
<ul style="list-style-type: none"><li>• Increase outreach of marketing and programming in outlying communities throughout the county.</li></ul>	<ul style="list-style-type: none"><li>• Establish a UW subcommittee to meet quarterly about this issue and to monitor progress and develop UW's strategies.</li><li>• Identify and prioritize two outlying communities in which we want to increase our presence and develop a plan to engage them.</li><li>• Consider partnership opportunities with schools and churches, as well as social service organizations.</li><li>• Obtain service information by zip code from our agencies and create and distribute marketing pieces specific to that community.</li><li>• Get on the agenda of a Township Trustees or Village Council meeting on a light night where there are few issues) and have a local Board member do a brief UW presentation.</li><li>• Conduct UW events (Kickoff, Awards, meetings) in outlying communities</li><li>• Identify 3-4 community leaders for Executive Director to meet with</li><li>• UW presence/presentation opportunity at civic groups, business associations</li><li>• UW Campaign Thermometer in multiple locations</li><li>• Reach out to the rural community</li><li>• Obtain 2017 data points for the baseline for the measurable outcomes.</li></ul>	<ul style="list-style-type: none"><li>• Repeat Year 1 activities in 2</li></ul>	<ul style="list-style-type: none"><li>• Number of individual donors from each community</li><li>• Number of corporate / small business donors from each community</li><li>• Number of services provided in each community</li><li>• Volunteer representation on Board / Committees from outlying communities.</li><li>• OTHER measurable outcomes?</li></ul>

## LONG-TERM VISION—END RESULT

- United Way will be viewed as THE way to give back in Logan County. This includes the gift of time in addition to the gift of money.
- Provide more meaningful, hands-on volunteer opportunities.

## SHORT-TERM STRATEGIES

- Establish a UW subcommittee to meet quarterly about this issue and to monitor progress and develop UW's strategies in this area.
- Continue to fine-tune Community Care Day
- Build volunteer activities around initiative work (reading, mentoring, financial stability classes, etc.)
- Create specific volunteer roles and job descriptions within UWLC
- More calls to action to volunteer in UW communications. (Use of "HELP WANTED" ads to promote volunteerism and opportunities at agencies.)
- Recruit an "on-call" group of volunteers willing and able to help with UW projects as needs emerge.

## STRATEGIES FOR YEARS 2-5

- Begin to align and create volunteer opportunities with our other Impact Areas.
- Tie volunteer opportunities to funding opportunities. Ask agencies to provide ways for volunteers to be involved in UW funded programs with their applications.
- Consider conducting a Volunteer Fair, perhaps at local workplaces.

## MEASUREABLE OUTCOMES

- Track the number of volunteers and volunteer hours for UW activities.
- Number of volunteer hours at our Funded Agencies
- OTHER measurable outcomes?

# STRATEGIC PLAN - BOLD GOAL - ORGANIZATION CAPACITY

## LONG-TERM VISION—END RESULT

- Ensure that United Way has the internal organizational capacity to achieve and further its mission.

## SHORT-TERM STRATEGIES

- Review internal operations and note efficiencies and inefficiencies
- Compare UWLC staffing situation with similar-sized UW's around the state.
- Assess office equipment and space needs
- Opportunities for volunteer training
- Opportunities for helping our agencies grow and learn

## STRATEGIES FOR YEARS 2-3

- Consider hiring additional staff.
- Consider implementing trainings for volunteers and agencies.

## MEASUREABLE OUTCOMES

- Increasing and achieving the campaign goal from year to year.
- Achieving outcomes in other areas of the Strategic Plan.
- OTHER measurable outcomes?