



## DeKalb County Community Foundation 2010-2012 Strategic Plan

The Community Foundation board and staff spent much of 2009 reflecting on our identity, vision for the future, services, uniqueness, and opportunities. With the assistance of a highly regarded leader in the community foundation field, we created specific strategic priorities with accompanying objectives, actions, and timeframes to guide our work over the next few years. The following is a summary of our priorities:

In order for the DeKalb County Community Foundation to achieve an even greater influence on the quality of life in DeKalb County, the board and staff are committing to the following:

### ASSET DEVELOPMENT

- Produce **clear and compelling marketing** about the Community Foundation's mission and services
- Encourage organizations to **establish endowment funds** to provide a stable revenue source and vehicle for their donors to support them
- Provide **professional advisors** with information about the Community Foundation and options for charitable funds that their clients can establish
- Attract contributions to CommunityWorks and Administrative Endowment Funds through the **Vision for a Thriving Community Campaign** as well as the **DeKalb County Youth Grantmakers Fund** in order to provide greater financial resources to advance our key initiatives

### STEWARDSHIP

- Create a **Governance Committee** to increase the DCCF's organizational and board effectiveness
- Increase communication and interaction with our **donors, grantees, and community stakeholders** to promote transparency and a greater sense of involvement

### GRANTMAKING

- Expand our 'Grants In Action' follow up and evaluation in order to **demonstrate the impact of grantmaking**
- Support our **Youth Engaged in Philanthropy** group to develop grant guidelines and an application to facilitate their annual grant awards
- Assess the **efficiency and effectiveness** of our existing grant programs and make appropriate modifications

- Conduct a **proactive grantmaking** analysis and decide on future priorities

## **COMMUNITY LEADERSHIP**

- Prioritize **current community leadership activities** and create a decision-making process for future commitments
- Establish a **donor education program** to connect our community leadership work to donors