Youth Emergency Shelter & Supports Preliminary 3-year Strategic Plan

Goal: In 3 years, YESS will be a fully functioning non-profit youth shelter

YEAR 1:
Increase awareness and understanding of the need for a youth shelter in Hubbard County.

Objective: Marketing and education
1. Build the statistical data with both local and state information
   a. Numbers on youth
   b. Statistics from schools
2. Create logos and image materials for marketing purposes
   a. United Way resources
3. Establish social media and website
4. Tell qualitative stories – recruit 1 youth to share their story
5. Meet with local stakeholders
   a. The goal is to make one contact per week per board member
6. Introductions of your mission to grantors
7. Community events are being utilized as outreach events. At least 5-8 events a year.
8. Continue to utilize media outlets such as newspapers with monthly editorials and flyers in the community regarding the organization's mission and vision.

Objective: Grow in funding
1. Contact grantors to ask specific funding questions
   a. Ask if they have funding streams open to YESS's mission
   b. Advice on writing the grant available
2. Community Donors/Donation Platforms
   a. Upon request, present this to community groups that are potential donors.
   b. Utilize the donation platforms that are available to the organization.
3. Create solicitation letter
   a. Purchase county address list
   b. Utilize "bulk mail" service
4. Establish a fundraising committee & host the first ideas meeting
   a. Board members, salespersons, retirees, and other nonprofits
5. Grant writing!
6. Establish grant tracking systems.
   a. Board will define and refine grant tracking for the Director to ensure checks and balances are implemented.

7. Research fundraising opportunities.
   a. Identify and select fundraising opportunities that are cost-effective and within budget.
   b. Board members will support, attend, and encourage connections to assist in fundraising opportunities.

Objective: Building

1. Talk to other organizations or founders who started a shelter
   a. Rebecca Hoffman (Bemidji)
   b. Isaac (state)
2. Establish building committee
   a. Board members, builders, and stakeholders to create the schematics

Operations & Programming will be reviewed in Year 2.

YEAR 2:
Increased awareness and funding

Objective: Marketing and education
1. Build an email list
   a. Newsletters and information
2. PSA on the growth of YESS
3. More qualitative stories – 2 new faces telling their stories
4. Meet with local stakeholders
   a. The goal is to make one contact per week per board member
5. Introductions of your mission to grantors

Objective: Grow in funding

1. Contact grantors to ask specific funding questions
   a. Ask if they have funding streams open to YESS's mission
   b. Advice on writing the grant available
2. Create donor database
   a. Continue solicitations
3. Grant writing!
4. Establish plans for the first fundraiser.

Objective: Building
1. Create schematic design
2. RFP for building

YEAR 3:
Sustainable funding has been established, and building plans are moving forward

Objective: Marketing and education
1. Marketing plan established
2. More qualitative stories – 2 new faces telling their stories
3. Meet with local stakeholders
   a. The goal is to make one contact per week per board member
4. Introductions of your mission to grantors

Objective: Grow in funding
1. Contact grantors to ask specific funding questions
   c. Ask if they have funding streams open to YESS's mission
   d. Advice on writing the grant available
2. Create donor database
   a. Continue solicitations
3. Grant writing!
4. Campaign or annual fundraising plans established.

Objective: Building
1. Choose building contractor
2. Consider capital campaign contractor