

# Strategic Plan 2021

## Illinois Park & Recreation Foundation

### OUR MISSION

To be a sustainable philanthropic organization benefiting members of Illinois Park & Recreation Association (IPRA)

### OUR VISION

To invest in developing park & recreation professionals to achieve their full potential

### OUR VALUES

Advancement of Illinois parks, recreation, special recreation, and conservation professionals

Committed to support students in the parks, recreation, therapeutic recreation, and conservation fields

Dedicated to diversity, equity, and inclusion

[iliprf.org](http://iliprf.org)



### Top 3 Priorities of IPRF

- Fundraising
- Marketing awareness of the IPRF and it's programs
- Illinois Park & Recreation Association (IPRA)/ Illinois Park & Recreation Foundation (IPRF) interaction

### Top 3 Priorities for Investing

- Scholarships
- Marketing Awareness of the IPRF and it's programs
- Social media technology/marketing



## Goals

### Assist in a time of need

- ▶ Provide appropriate assistance programs.

### Advance initiatives for diversity, equity, and inclusion

- ▶ Participate in college visits to introduce students and future professionals to IPRF.
- ▶ Sponsor events that advance diversity, equity and inclusion.

### Support industry and professional development opportunities

- ▶ Update the scholarship application process and time frame from application completion to application notification to applicant's receipt of funds.
- ▶ Sponsor annual training with professional speakers and trainers.

### Safeguard and grow financial assets

- ▶ Maintain and grow the endowment fund.

### Fundraising to support the mission and vision of IPRF

- ▶ A negotiating team comprised of IPRF representatives and IPRA representatives will meet with various local, regional and national companies to develop short/long term partnerships.
- ▶ Address the separate contribution for IPRF on the IPRA dues renewal form.
- ▶ Investigate methods and encourage members to donate money.
- ▶ Increase board member involvement in existing fundraising events.
- ▶ Seek more partnerships.
- ▶ Lead the conversation with Illinois Association of Park Districts (IAPD) to discuss a joint fundraising initiative.
- ▶ Enhance and improve existing fundraisers.
- ▶ Enhance the current annual events.
- ▶ Identify and add more annual events.

### Manage organization

- ▶ Review and update IPRF bylaws.
- ▶ Develop social media outlets.
- ▶ Acknowledge partners in a manner to recognize their value by IPRF and professionals.
- ▶ Develop a marketing plan.
- ▶ Recognize the IPRA employees and other appropriate individuals who provide continuous assistance to the IPRF.
- ▶ Develop compelling stories and refresh testimonials to tell our story.
- ▶ Create standard operations and procedural manual for each event. (Silent auction, sports raffle, joint golf outing.)
- ▶ Identify pool of future board members (Create an application process online and reviewed quickly.)
- ▶ Assess how the IPRF board is structured.
- ▶ Develop a success plan to promote and encourage board growth and involvement.
- ▶ Update and maintain the website and marketing materials.
- ▶ Restructure board meetings for strategic discussions and action oriented.
- ▶ Recruitment of IPRF board members: 1) Need to clarify IPRF identity to professionals, 2) Need to communicate IPRF values and purpose, 3) Create demand for board positions, 4) Conduct orientation for those interested in board positions before they are appointed, and 5) Provide a mentor to new board members.