

Companies to Classrooms Strategic Plan Summary 2013-2015

Mission:

Companies to Classrooms links schools and communities by recycling business surplus into supplies for local classrooms.

Vision:

In 2025, a financially strong Companies to Classrooms serves the entire Twin Cities area with 60% of global corporations in Minnesota contributing surplus supplies. The organization's volunteers and paid staff work together to manage all systems and maintain a cutting-edge supply of materials valued by schools.

Goals:

I. Strengthen infrastructure/foundation to build the organization's capacity to serve.

2013 Result: Written documents will be up-to-date, board members will serve with portfolio, 2% more volunteers will be involved and have clearly defined positions, and Companies to Classrooms will have selected the best software to fill their needs.

II. Develop and maintain a financially strong organization.

2013 Result: An annual written fund development plan guides Companies to Classrooms in all fund raising activities. Two new foundation/corporate funders will include Companies to Classrooms as grantees. Individual givers database system will be firmly established and two mailings will be sent during the year. Companies to Classrooms will be part of GiveMN with multiple promotions occurring the week of the campaign.

III. Upgrade and, as necessary, expand facilities and services to deliver greater value.

2013 Result: Facilities will not be a concern. Focus will turn to service growth.

IV. Increase visibility of Companies to Classrooms and expand marketing of the organization's purpose and resources.

2013 Result: A working Marketing Committee will have a plan, which can then be implemented. Priority marketing work during the year will be focused on fund raising opportunities. A corps of volunteers will commit time, with regularity, to promote available supplies through social networking.

Review of work and appraisals for 2013 will occur quarterly at board meetings.