



Strategic Plan 2020-2023

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Introduction

On February 3, 2020, the PAFN convened a diverse group of eight PAFN members for a planning session to brainstorm and exchange ideas to clearly identify what our identity is and develop an effective three-year plan.

The result of this planning session is the following three-year strategic plan strategic plan.

The following are the areas we discussed:

1. PAFN Mission statement and its impact on decision-making.
2. The current strategic plan against new opportunities.
3. Investigating what has been missed and what should be incorporated into the revised strategic plan.
4. Investigating any strategic assumptions that have changed and their impact on the strategic plan.
5. Discuss strategies for ensuring that the strategic plan is carried out.

PAFN Strategic Priorities and Directions

Three-Year Plan

1. Review Mission Statement

Current:

“Peterborough and Area Fundraisers’ Network (PAFN) exists to strengthen professionalism within our local charitable sector to include members, interested individuals and organizations.”

Proposed:

“Peterborough and Area Fundraisers’ Network (PAFN) exists to strengthen fundraising professionalism within our region’s local charitable sector through career and personal development and networking opportunities.”

2. Continue to adjust to feedback from the membership, increase brand recognition and increase communication to members.

- It was noted that PAFN has taken measures to adjust to feedback from members, i.e. start time of meetings.
- The introduction of socials, mailchimp usage, and a continuation of engagement of small organizations over larger organizations has resulted in greater networking, unofficial mentorship, and an entry point for new fundraisers into the community.
- Is PAFN doing enough to spread the word about what the group does and what the group can offer to local organizations?
- Structured outreach by the PAFN executive has resulted in a growing membership and retention of existing members. An increase in presence on social media has occurred.
- Work to clean and build our email contact list so our messaging is reaching all relevant employees and board members of members
- PAFN Executive to present to outside organizations so they are aware of our group i.e. Rotary and Chamber of Commerce

3. What members would like to see from PAFN going forward.

- Professional development for those working with volunteers
- Creative professional development: smaller group meetings with mentors to help members with specific topics, i.e. events, appeal letters. A list of PAFN members who are willing to offer mentorship and what their skill set is.
- Pride in PAFN membership –certificates to post in member organizations
- Charity event calendar on Google Drive

4. Strategic assumptions that have changed in the fundraising landscape.
 - The need to join AFP was discussed but the cost would be a deterrent to many of our current members to join.

5. Ensuring the PAFN strategic plan is carried out.
 - Succession planning for PAFN executive.
 - Addition of Members at Large to help with PAFN Executive workload.
 - Embedding review of the PAFN Strategic Plan into the critical path.

Next Steps and Conclusion

1. Approval by membership at September 24, 2020 Annual General Meeting
2. Communication of the plan (after membership approval)
 - Add Strategic Plan to PAFN website and send link to members
3. Implementation
 - Executive refers to strategic plan for future direction and planning

The Four Pillars of the Strategic Plan

| Purpose | Product and Resources | Brand Recognition | Communications |
|---|---|---|---|
| <ul style="list-style-type: none"> ✓ Clear mission ✓ Effectively meet the needs of our members (both large and small fundraising organizations) | <ul style="list-style-type: none"> ✓ Increased membership networking and connections ✓ Strategically focused professional development ✓ Resources developed ✓ Membership engagement | <ul style="list-style-type: none"> ✓ Increased visibility and exposure of PAFN and our mission | <ul style="list-style-type: none"> ✓ Reach members' senior management and Boards of Directors ✓ Membership recognition increased within network ✓ Increased membership |

Appendix 1

The following are the members who attended the PAFN February 3, 2020 Strategic Planning Session:

Facilitator: *Emily Vassiliadis* –Senior Development Officer-Sciences -Trent University

Secretary: *Sarah Bass* –Fundraising and Communications Coordinator – Community Counselling Resource Centre (CCRC)

Alex Tindale –Campaign Manager –Peterborough Humane Society

Susan Ramey –Philanthropy Coordinator –Camp Kawartha

Cynthia Armour –Principal Strategist –Elderstone Resource Development

Arlene Godby –Community Fundraising Specialist –Canadian Cancer Society

Christa McCorquodale –Director of Programming and Operations –Heads Up for Inclusion

Anne Driscoll –Fundraising and Community Outreach Coordinator –MS Society