

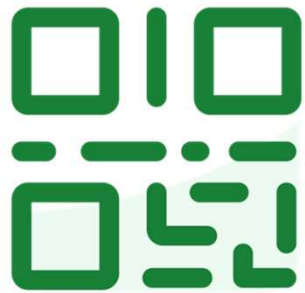


WE ARE HIGH IMPACT
GROWTH ORIENTED LEADERS

The ROI of Strategic Planning:

Preparing Your Team, Board and
Stakeholders for Expansive Growth in 2024

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Who is in the room today?

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Actionable Take-Aways

1. A Framework for Strategic Planning.
 1. Explore inclusive collaborative leadership.
 1. Gain new perspective on how to BLOW UP your fundraising.

What Can You Expect Today?

1. Questions are welcome.
2. We like active participation.
3. Two amazing case studies.

67% - 90%

of Strategic Plans fail.

Strategies Organizations Try to Save Failing Plans

- Listening to The Funder
- Donor = ATMs
- Hope...they'll get it.
- Let's stick with how we've always done it...feels safer!

Status Quo Results...

Turnover & burnout

Unrealized revenue

Wasting money

Lack of data

Endless treadmill

In the End....

- Organizations become obsolete.
- New organizations take their place.

Where is Your Missing Link?

- Prioritize other voices
- Shared Vision/Big Goals
 - Educate
- Inclusive Culture Building
 - Execution-Focused
 - Feedback loops
 - Measure results

Imagine:

What does a nonprofits organization's perfect future look like?



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What does a nonprofit organizations perfect future look like?

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How do we get there?



Strategy 1: Engaging the Right People



What Does This Require from you?



What did IFFS learn engaging the right people?



**INTER-FAITH
FOOD
SHUTTLE**

Strategy 2: Develop a Shared Vision & Values for the Future



Strategy 3: Setting Strategic Goals & Developing Action Plans



Ask the question.

The Process...

Less is More.

Lessons Learned



**INTER-FAITH
FOOD
SHUTTLE**



Overarching Vision: A hunger-free community

FIVE-YEAR OBJECTIVES

1. IFFS is a regional leader of transformative, community centered work.
2. Expand the coordination of community resources.
3. Direct funding and resources to organizational sustainability.

5 Year Strategic Goals

1. Develop, strengthen, and invest in programs with measurable impact.
2. Build culture.
3. Lead in advocacy.
4. Educate the community on hunger and our role.
5. Steward existing and cultivate new resources.



Triangle Land Conservancy Organizational Vision

The Triangle region is an increasingly healthy and vibrant place to live where wild and working lands are protected, and everyone has access to open space, clean water, and local food.

Overarching Visionary Goal in their Strategic Plan:

Conserve 25,000 acres of land by 2025 doubling the pace of TLC's conservation work.



Safeguard Clean Water

Permanently, protect and maintain 7,000 new acres of land in key watershed areas by 2025.

Protect Wildlife Habitats

Protect 5,000 acres of identified as National Heritage Sites by 2025.

Connect People with Nature

Open a new preserve to the public and adds 13 miles of new walking trails, expands education programs.

Support Local Farms and Food

Protect 3,000 acres of farmland by 2025. Develop replicable models transforming local food systems.

Strategy 4: Roll Out and Execution



What is IFFS learning?



Re-Imagining the Way We Work



Change

Inter-Faith Food Shuttle Evolution

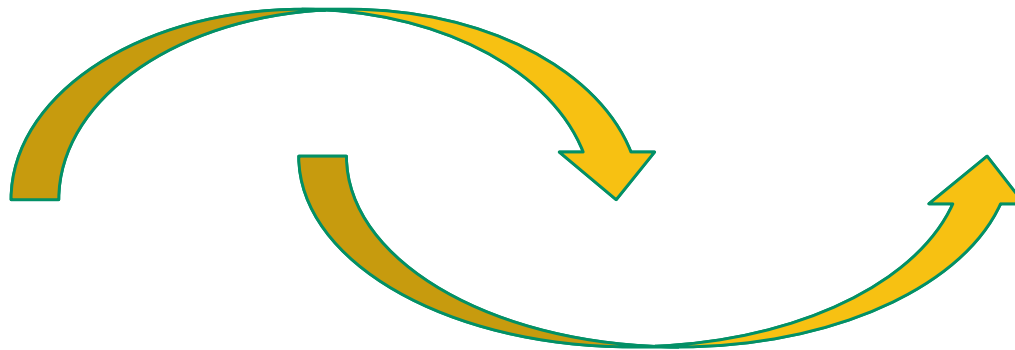
The Two Loops Model

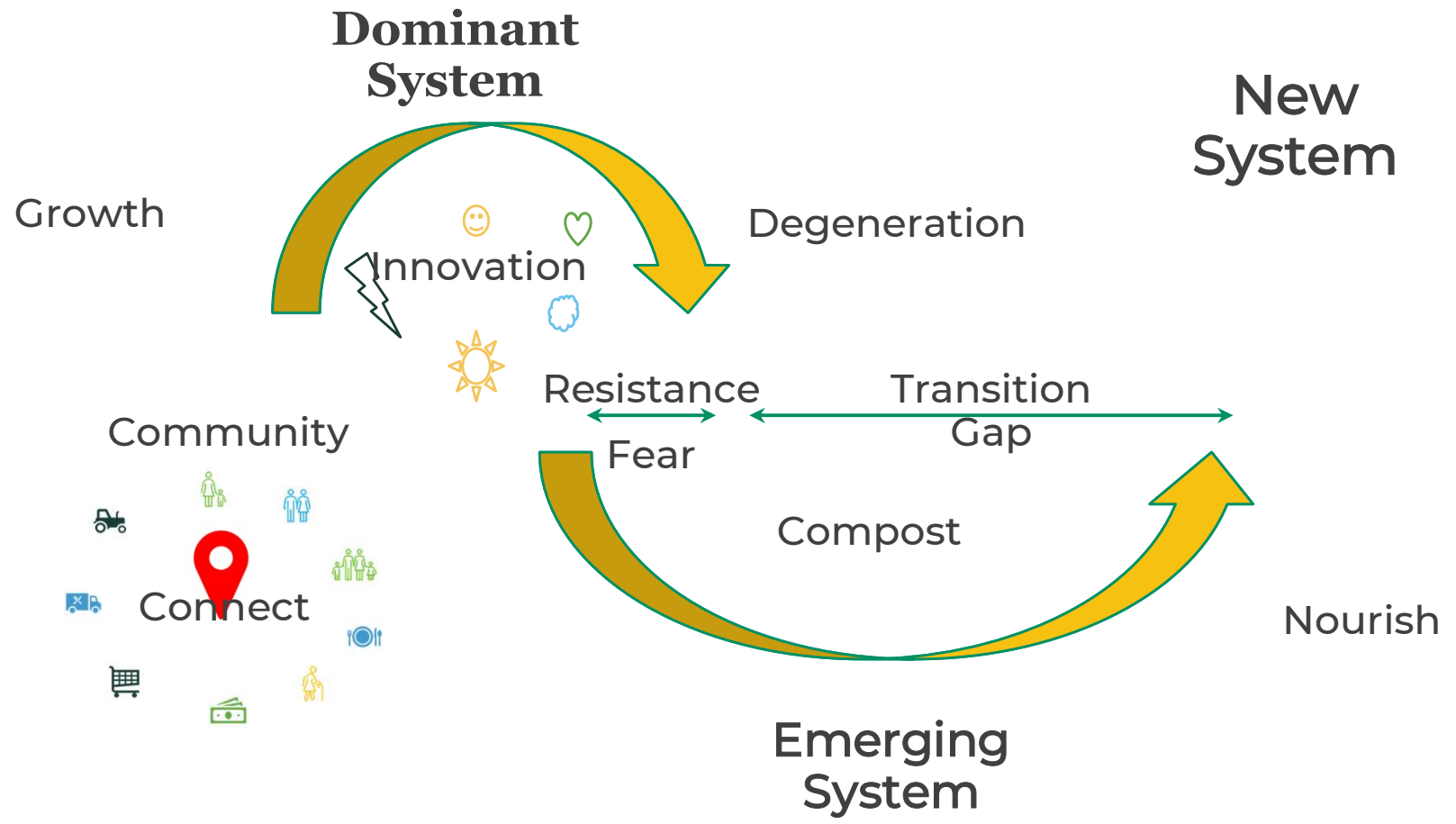
Old mission statement:

We pioneer innovative, transformative solutions to end hunger in our community.

Our Vision is a Hunger Free Community

Your impact
Your community
Your solution to ending hunger





Sustainable Food Systems Framework



Strategy 5: Measurement & Continuous Improvement



Food Shuttle:

From 2019 to 2022 revenue grew 80%.

6,000 new donors during COVID with over 40% retention rate.



Triangle Land Conservancy:

From 2018 to 2023 (FY) revenue grew 300%

By March 2023 they conserved 23,737 acres of land.



New ways to Measure Success

90% of participants more confident choosing fresh produce.

85% are more confident in basic cooking skills.

90% are buying healthier foods.

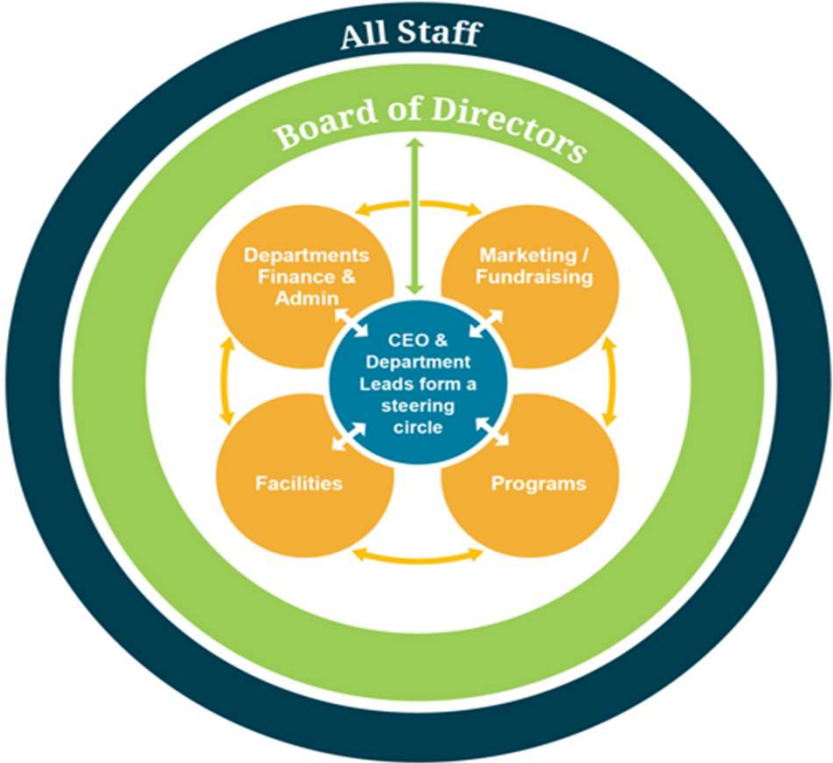
19% fewer seniors feel isolated.

100% are helping their families eat healthier.

Increasingly Obsolete



New Model



Eliminating Delays & Risks

We don't have the budget.



You cannot afford NOT to do this - next level growth in revenue and impact.

We don't have time.



You will get time back and begin focusing on what is most important.

Our Board will not go for this.



Most board members crave meaningful engagement.
Most CEOs don't know how to provide it.
This provides it.

Recapping the Strategies

1. Be Brave. Engage the Right People. Be humble and learn.
2. Develop a shared vision for the future.
3. Get clarity on a limited number of Strategic Goals over a defined period & what will move the needle?
4. Engage the team, board and partners to develop & execute action plans with meaningful goals.
5. Measure and share what you are learning.

Future Perfect



Where do we go from here?

Take an **Assessment** around your Strategic Planning efforts. QR code on the hand out.

EDs/CEOs and senior leaders are Invited: **“Proven Fundraising Strategies Aligned with Your Future Vision”**. Hanes Board Room at Marriott tomorrow from 7:15-8:15 AM.

RSVP to Teri after session.

If you are planning to do strategic planning or execution in the next 3 to 6 months, **let's talk!**

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Audience Q&A Session

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WE'D LOVE YOUR FEEDBACK!

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or go to talk.ac/teribeckman

2. Enter this code on the screen



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Thank you for coming this afternoon.

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