

Friendship House- Strategic Planning Committee

Milestone Reports July 2019

Committee: Meg Aument, Donald Drane, Kim Epehimer, Sandy King, Lee Maus, Jane Schindewolf Romano

Objective- To get the results that are stated in the 2018 Strategic Plan. Each milestone from the 2019 timeline was assigned a Strategic Leader and a Staff Project Leader to accomplish this goal.

- **Milestone: Expansion of suburban Empowerment ministry phase II begins-** Strategic Leaders Donald & Lee
Donald, Sharon Gidumal, and Bill Perkins have visited Jamie Moulthrop and the St. John the Beloved ministry now held at the Community of Christ church on Milltown Road (very near to St. John) every M, W, F from 9-11 am. Bill has continued to attend the Wednesday sessions there in order to build relationships. Bill, Sharon, Kim and Donald will meet July 25 to discuss next steps at St. John's ministry and, more broadly, EC ministry in the Mill Creek area and, possibly, other areas (e.g., MOT).
- **Milestone: Evaluate Financial Assistance Program-** Strategic Leaders Donald & Lee
During the week of July 1, Sarah Berninger, John Barineau, and Donald Drane visited the Wilmington EC, Newark EC, and the FH EC at St. Mark's UMC food ministry (held each Wednesday from 1 to 2 pm) to learn how Financial Assistance is conducted at those EC's.
- **Milestone: Job Readiness Coach at FHCB-** Strategic Leader Meg
Ad was placed on Idealist. Kim received several applications and Staff completed interviews of potential candidates. Offered position to Cheryl Bryant. She accepted the position and started at the FHCB on June 10th.
- **Milestone: Design Succession Plan for Ministry Directors-** Strategic Leader Sandy
Donald met with Sandy in May to hand over (just borrowing!)/discuss the succession plan materials from 2012 and 2016. (There is a lot to digest!)
Sandy met with Kim on June 21 and we discussed the materials lent and how we can best incorporate what was already accomplished in those two sessions into the succession plan for the two positions we are charged with outlining. Sandy is preparing a summary of the materials that Donald let me borrow, so that she and Kim can discuss further. Also, as expected, various staff changes and assumptions of responsibility are taking place, and those are being monitored to see how they fare.
- **Milestone: Implement Improved Volunteer Training Program-** Strategic Leader Meg
Meg met with Rashita to discuss ideas for Volunteer program. Rashita held an Empowerment Center Staff training on June 26th on entering volunteer hours into NewOrg to better track volunteer hours. Meg, Rashita and Kim are working to offer scheduled volunteer and empowerment trainings and to come up with an overall Volunteer Strategy. Meg will be working with an intern in the Fall to update volunteer materials.
- **Milestones: Development staff position, to oversee relationships with donors/investors, and with a goal to increase income by 5%-** Strategic Leader Jane
Dimensions of this work include:
 1. Implementing an Individual Donor Management evergreen plan to connect, increase engagement, build relationships, and track individuals that donate to Friendship House.

- Board members actively support donor engagement efforts (extending invitations, following up with donors, etc)
- Ask Board to: thank Highmark Walkers, thank their FH Volunteers, and solicit FH Oct 3 Annual Party Sponsors
- Status: Draft of donor segmentation in the works to support evergreen efforts
- 2. Increasing church support through segmentation / prioritization / outreach
 - Board members/staff engagement to determine best level of interaction
 - Activities include: establishing calendar of contacts/visits (Sunday services, staff/volunteers outreach support) and exploring new church engagement thru Suburban Expansion activities
 - Status: Initial segmentation complete and plan underway to work thru board members/staff to determine next steps
- 3. Increase Business Support
 - Activities include: Looking for existing business support thru volunteers, establishing contact with leaders of clothing bank volunteer teams, mining database for volunteers with business affiliations
 - Seek new business support by finding and attending business networking meetings (ie rotary club, etc.)
 - Status: Plan underway to instruct administrative interns on data mining and to work with Clothing Bank leadership to collect existing data/future data
 - Share lessons learned from limited success with Highmark Walk business sponsorship (~ \$2000) and potential for additional restaurant support
- 4. New Grant Opportunities
 - Status: Searching for upcoming opportunities, monitoring media, etc for funding opportunities
- **Milestone: Staff Brand Recognition-** Strategic Leader Sandy
 Sandy met with Kim on June 21 to discuss and have a couple of items completed. First, the new domain name has been secured for FH, FriendshipHouseDE.org. This was rolled out in late June and all staff email addresses will reflect this. This gives a unified look to all of the FH communications.
 Kim also talked with staff at the retreat about the branding concept, and plans to continue discussions with smaller groups down the road.