



Strategic Plan

2016 – 2018



2016 – 2018 Strategic Plan

About Us

- The Maryville City Schools Foundation is an independent, community-based 501(c)(3) organization that accepts tax-deductible contributions in support of its mission.
- Chartered in 1991, Maryville City Schools Foundation seeks financial grants and donations of treasure, time and talent from the community, creating a vital link between the private sector and the Maryville City School system.
- Maryville City Schools Foundation financially supports programs and learning opportunities that achieve academic excellence, for which Maryville City Schools are well-known statewide.
- Maryville City Schools Foundation is a proud partner with the Maryville City Schools Administration, Board of Education, Maryville City Council and the community to provide our classrooms with 21st century interactive technology.
- Maryville City Schools Foundation annually awards college scholarships through designated funds to graduating Maryville seniors through the Lamar Alexander Scholarship Program, Stanley B. “Skeeter” Shields Scholarship, Sandra Murphy Music Scholarship, Ft. Craig Boosters Scholarship and Thomas Family Scholarship.
- Maryville City Schools Foundation funds the Children’s Fund (formerly a part of the Family Resource Center for Maryville City Schools).
- Maryville City Schools Foundation provides the opportunity for teachers, classrooms, and schools to request funds in support of innovative educational programs.
- Maryville City Schools Foundation raises funds through its Annual Giving Campaign, Starlight Awards Gala, Rebel Run 5K, memorials, honorariums, and outside grants.

Our Mission

- Maryville City Schools Foundation's mission is to support the ongoing enrichment of educational programs for all students in Maryville City Schools.

Our Vision

- Teachers, staff, students, and families recognize the positive impact of the Maryville City Schools Foundation.
- Maryville City Schools Foundation’s name and presence are felt in every school.
- Maryville City Schools Foundation is widely recognized as one of the best ways to invest in our community.



- Strong collaboration with our constituencies has enabled us to invest in an endowment fund that will support the overhead for Maryville City Schools Foundation allowing 100% of annual donor dollars to be invested in the students of Maryville City Schools.

Maryville City Schools Foundation’s Strategic Plan of Action

Through our strategic planning process, we identified three (3) core goal areas that will help us achieve our vision:

- I. Fundraising
- II. Communication / Public Relations
- III. Grant Program Expansion and Improvement

Within each focus area, we have identified key goals on which Maryville City Schools Foundation must focus in order to fulfill its mission to support the ongoing enrichment of educational programs for all students in Maryville City Schools. The Foundation must ensure that its short-term and long-term strategies are consistently implemented and evaluated with a clear focus on these areas. The core area of focus emerged via a thorough planning and discussion process, and represent the most important ways the Foundation can continue to support Maryville City Schools.

Realizing Our Vision

We selected the particular strategies that follow because they reinforce important work already underway while building on approaches that have proven successful in recent years.

First and foremost, we must have a strong and active Board that is willing to roll up its sleeves and contribute to the success of the organization. Maryville City Schools Foundation must continue to have board members who are committed and willing to raise funds, promote and publicize the work of the Foundation, and commit to consistent improvement in order to move the organization forward.

We must ensure our viability by strengthening funding at all levels of the organization. Increasing and diversifying funding at all levels will make us less vulnerable to the volatile economic conditions and dependence on any one funding source.

We understand the importance of building the Maryville City Schools Foundation brand and making it the organization of choice for donors committed to enhancing the educational experience of students in our public school system. We will do this through proactive marketing and community outreach, donor recognition, and by providing a compelling rationale for stakeholders to support the Foundation’s efforts.



I. GOAL: FUNDRAISING

Maryville City Schools Foundation's goal is to increase and diversify funding at all levels, and to consistently evaluate fundraising methods and events in order to continue to support the Foundation's mission and vision.

1. *Annual Fund Campaign* – Conduct an annual campaign to generate financial support as well as community awareness for the wide range of needs met by the Foundation. This direct mail campaign targets past donors, parents of students, school district employees, and potential donors identified by board members.
2. *Special Events* – Maryville City Schools Foundation will conduct two annual special events to raise money in support of the Foundation's mission.
3. *Explore Opportunities for New Events and Entrepreneurial Fundraising Ideas* – Board members must continue to evaluate the effectiveness of its special events, and remain open to new events which might better serve to generate funding for and awareness of the Foundation's mission. A committee of Board members will review and brainstorm new fundraising ideas and research other education foundation fundraising activities as well as other non-profit fundraising ideas.
4. *Alumni Relations* – Develop communication and fundraising efforts with alumni groups for their milestone reunions based on the model partnership with the MHS Class of 1965's 50th Reunion.
5. *Donor Recognition Program* – Maryville City Schools Foundation will continue to recognize and thank its donors annually through a recognition event. The recognition levels include:
 - *Founders Award* – a one-time award given in 2013 to Denso Manufacturing Tennessee, Inc. for donating over \$400,000 since 1991.
 - *Honor Society* – cumulative contributions of \$20,000+ since MCSF was founded in 1991
 - *Annual Partners* – annual contribution of \$10,000
 - *Foundation Circle* – annual contribution of \$5,000-\$9,999
 - *Scholars* – annual contribution of \$2,500-\$4,999



- *Patrons* – annual contribution of \$1,000-\$2,499
6. *Children’s Fund* – Maryville City Schools Foundation will continue to promote and raise funds for the Children’s Fund, which is a key means of realizing the vision of providing enrichment for *all* students.
 7. *Develop or Adopt and Implement a Planned Giving Program* – With the help of volunteers, Maryville City Schools Foundation will develop a Planned Giving Program where donors can contribute to Maryville City Schools Foundation by will, trust, or other forms of written designation and be recognized as members of a special donor group.

II. GOAL: COMMUNICATIONS/PUBLIC RELATIONS

Maryville City Schools Foundation’s goal is to increase our visibility and credibility within our community and become the organization of choice for donors committed to enhancing the educational experience of students.

1. *Consistent Communication* – Maryville City Schools Foundation will communicate with donors and MCS families at least twice per year. At least annually, the effectiveness of these communications will be evaluated.
2. *Website* – Maryville City Schools Foundation board members and staff will monitor the website and keep it current.
3. *Develop Strategic Partnerships with School Parent/Teacher/Family Organizations* – Maryville City Schools Foundation will engage with and educate members of the schools’ Parent/Teacher/Student/Family organizations regarding the mission, vision, and activities of the Foundation.
4. *Develop a Comprehensive Social Media Marketing Strategy* – This strategy will incorporate the effective use of social media in marketing the Maryville City Schools Foundation.
5. *Grow and Maintain Email Distribution List* – A comprehensive email list will be maintained and regularly updated to help market Maryville City Schools Foundation.
6. *Media Relations* - Develop and deepen relationships with local media to promote fundraising goals and events of the Foundation as well as the need for community wide support. Regularly develop press releases and compelling story angles to pitch to the media.



III. CORE AREA: PROMOTE AND GROW GRANTS PROGRAM

Maryville City Schools Foundation's goal is to increase awareness of our grants programs, and increase the diversity and quality of grant applications.

1. *Regular Contact with Director of Schools, Assistant Directors, and Principals* – The Executive Director will meet regularly with the Director of Schools, Assistant Directors of Schools, and Principals on a regular basis to examine funding priorities, needs, new ideas and directions of the school system.
2. *Promote and Build Awareness of Grant-Funded Activities and Projects* – The Maryville City Schools Foundation will promote and publicize – to donors and well as teachers and staff – successful grant applications and their effects on Maryville City Schools students.
3. *Evaluate Efficacy of Grants* – Maryville City Schools Foundation will implement a system for measuring and evaluating the success of grant-funded activities and programs in meeting their stated goals. The information gathered through this process will be used to provide feedback to applicants, as well as to help shape future grant applications.