



Strategic Plan

2019 – 2021



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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 state of the art 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, Ft. Craig Boosters Scholarship and William Bennett Scott Scholarship.
- Maryville City Schools Foundation funds the Children’s Fund. The Children's Fund raises money to provide for the needs of economically disadvantaged students in 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 various avenues, including the Annual Giving Campaign, Starlight Awards Gala, Rebel Run, 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.
- Through strategic communication and branding, the Maryville City Schools Foundation’s name and presence are in every school.



- Others recognize that the Maryville City Schools Foundation is one of the best ways to invest in our community.
- Active collaboration with our constituencies has enabled us to invest in an endowment fund that will support the overhead for Maryville City Schools Foundation — allowing investment of 100% of annual donor dollars 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. Communications
- III. Grant Program Expansion and Improvement

Within each focus area, we identified essential 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. Implementation and evaluation of the Foundation’s short-term and long-term strategies must have alignment. The core areas 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 essential work already underway while building on approaches that have proven successful in recent years.

First and foremost, we must have a robust 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 full range of needs met by the Foundation. This campaign targets past donors, parents of students, school district employees, and potential donors identified by board members through strategic methods of engagement, including a balance of face to face, direct mail, e-mail, and social media.
2. *Special Events* – Maryville City Schools Foundation will conduct a few 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 that might better serve to generate funding for and awareness of the Foundation's mission. A Fundraising Committee 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* –Through the Donor Relations Committee, Maryville City Schools Foundation will continue to arrange events to recognize and thank its donors. 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 the 1991 founding of the MCSF
 - *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 including recognition as members of a special donor group.

II. GOAL: COMMUNICATIONS

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. The committee aligned our communication strategy through the focus on donor relations, external public relations, and internal relations.

Donor Relations

1. *Donor Relations Communications* – Includes strategies for past donors, active donors, and potential donors.
2. *Consistent Communication* – Maryville City Schools Foundation will communicate with donors and potential donors at least twice per year. Annually, MSCF will evaluate the effectiveness of these communications.
3. *Grow and Maintain e-mail Distribution List* – A comprehensive email list will be maintained and regularly updated to help market Maryville City Schools Foundation.

External Public Relations

1. *External Public Relations* – Targets building the local community and public awareness
2. *Develop a Comprehensive Social Media Marketing Strategy* – This strategy will incorporate the effective use of social media in marketing the Maryville City Schools Foundation.
3. *Website* – Maryville City Schools Foundation board members and staff will monitor the website and keep it current.
4. *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.

Internal Relations



1. *Internal Relations* – Includes the Maryville City School Foundation Director/Staff, current and prior board members, Maryville City Schools administrators/staff/teachers/students, and family.
2. *Develop Strategic Partnerships with School 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.
3. *Stimulate Innovative Projects* – Maryville City Schools Foundation will maintain efficient communication for originating, deliberating, awarding, and celebrating the innovative projects that best enhance the Maryville City Schools' education system.

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 regularly 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.