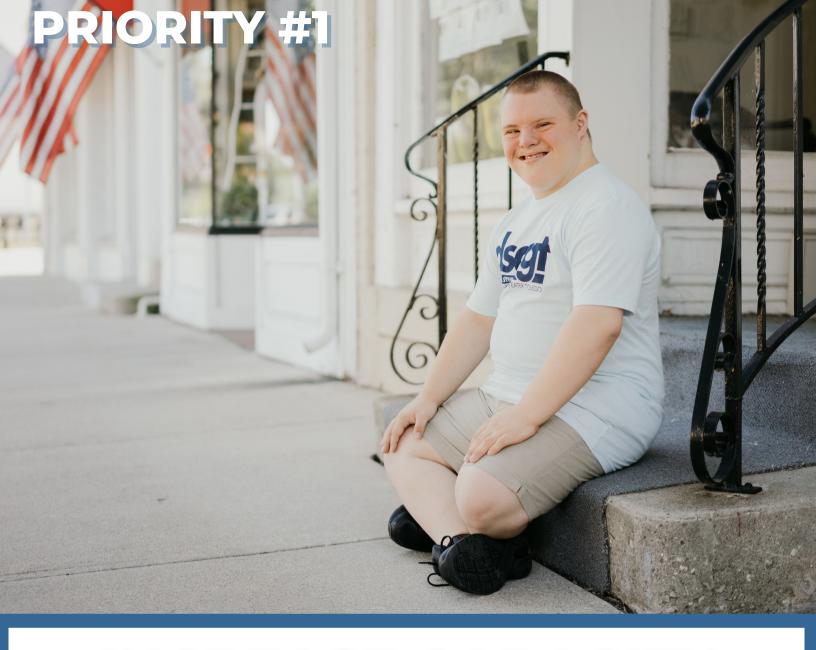




ASSOCIATION OF GREATER TOLEDO

Strategic Plan

2024-2026



INCREASE CAPACITY

Increase Organizational Capacity through growing revenue streams and hiring additional staff positions.

Inititatives

- 1. Continue to grow and diversify the Organization's revenues streams
- 2. Develop Board committees to assist with programming and fund development
- 3. Hire two program coordinators
- 4. Move to a larger location space to allow for increased programming

KEY ACTIVITIES

Inititative #1: Continue to grow and diversify the Organization's revenues streams

- Only focusing on fundraising events with an ROI over 1.5.
- Cultivating intentional relationships with donors through a donor stewardship plan, leading to increased major, annual and monthly giving streams.
- Increase applications for grant funding and corporate giving.

Inititaive #2: Develop Board committees to assist with programming and fund development

 Recruting a diverse population of volunteers to serve on Board committees to assist with new parent outeach, school-age programming and outreach, adult matters, and marketing and development.

Initiative #3: Hire two program coordinators

• Increasing programming capacity through the hiring of an early matters coordinator and an adult matters coordinator.

Initiative #4: Move to a larger location space to allow for increased programming

• Move to a larger rental location to allow the organization to host on-site programs and events.

• Ensuring location is more accessible as well as centerally located for our service area.



BRAND RECOGNITION

Increase Brand Recognition of the Organization, becoming a premier non-profit of Northwest Ohio.

Inititatives

- 1. Identify board members with diverse strengths
- 2. Improve connections with outlying areas to increase access to programming across the service area
- 3. Develop a large-scale awareness campaign to celebrate World Down Syndrome Day

KEY ACTIVITIES

Inititative #1: Identify Board Members with Diverse Strengths

• Seek out community members with diverse strengths, particularly those with large circles of influcence, and experience with Public Relations or Marketing.

Inititaive #2: Improve Connections with Outlying Areas to Coordinate Access to Programming Across the Service Area

- Build connections with community organizations across Northwest Ohio to increase patnership programming options. (i.e. Beinstrumental, Openspot)
- Create a brand marketing campaign targeted to underserved and underrepresented communities.

Initiative #3: Develop a large-scale awareness campaign to celebrate World Down Syndrome Day

• Work with area schools to help with Down syndrome awareness presentations in classrooms

Contact local media outlets to bring



 Host family-fun event to get families together to celebrate

Contact city officials to

light up Downtown





EXPAND PROGRAMS & SERVICES

Continue to expand the Organization's program offerings and services

Inititatives

- 1. Improve processes and procedures surrounding New Parent and Medical Outreach.
- 2. Continue to expand programming for teens and young adults.
- 3. Increase programming for school-age children, including educational offerings.

KEY ACTIVITIES

Inititative #1: Improve processes and procedures surrounding New Parent and Medical Outreach

- Create contacts at each medical facility within the service area that has a labor and delivery department
- Create written procedures for new parent connections
- Improve new parent packets to include up-to-date information and local resources

Inititaive #2: Continue to expand programming for teens and young adults

- Increase recreational opportunities for teens and adults
- Increase resources available on DSAGT website to help navigate changes during transition age and adulthood

Initiative #3: Increase programming for school-age children, including educational offerings

Create playgroup offerings for school-age kids

