

FORT BEND  
EDUCATION FOUNDATION

STRATEGIC PLAN

2019-2023

**Fort Bend Education Foundation  
Strategic Plan  
July 2019 through June 2023**

This strategic plan has been developed to direct the Goals (as indicated in **bold**) and Performance Targets (indicated by letters) that the Fort Bend Education Foundation will pursue to accomplish its mission. Some intended activities have been included as agreed upon by the strategic planning committee. However, additional activities may be required to accomplish the targets and goals as dictated.

**Background**

Established in 1992 to benefit the students of Fort Bend ISD, this 501 (C) (3) non-profit organization is governed by a volunteer board of directors that includes local business, industry, and community leaders.

**Mission**

The Fort Bend Education Foundation provides opportunities to enrich and enhance the quality of education for all FBISD students. Programs include:

Grants to Teachers Program  
School Site Grants  
Founders Grants  
Professional Development Grants  
Pass-Thru Funding  
New Teacher Gifts  
Tribute Fund  
Employee Giving  
Investment Fund  
Angels of Education Auxiliary

## Goals

- I. **Develop relationships with new businesses to expand revenue and recognize current donors for their contributions.**
  - A. Recognize current donors for their support.
    1. Schedule a donor reception at the end of each school year. Extend multiple invitations to donors based on the dollar amounts given and include their spouses.
    2. Recognize donors in media, i.e. local newspapers, FBISD Community Express, Facebook, e-news, etc.
    3. Provide plaques or mementos to top donors and volunteers.
  - B. Continue and enhance New Teacher Gift donations.
    1. Work with the FBISD to create a wish list from new teachers, and publicize it on the FBEF website, targeting a “Back to School” launch.
  - C. Initiate and grow Small Business Saturdays and Take Me Out Tuesdays
    1. Partner with local businesses and restaurants to earn 10% of their revenue once a month.
    2. Ensure company is providing value to FBEF by showing results of their promotional night with the goal of creating competition to partner with us.
  - D. Develop a relationship with new vendors of FBISD.
    1. Contact and develop a relationship with new vendors as they begin to serve the District.
  - E. Board members serve as ambassadors.
    1. Challenge each board member to bring in one donor each year with a “Give or Get” goal for each board member.
  - F. Contact prospective supporting companies.
    1. Create a segmentation model to identify the landscape of Fort Bend County for large and medium companies.
    2. Update the existing donor list and develop and implement a plan to contact and/or visit them.
  - G. Recruit high profile business leaders for the Board.
    1. Identify potential options and develop a recruitment plan.

- H. Enhance the Individual Donor Program.
  - 1. Schedule a planned giving speaker to initiate interest in individual donors.
  - 2. Grow the tribute fund program
- I. Publicize the Named Grants Program
- J. Develop strategy around low performing events and phase out/replace.
- K. Develop strategy for Key Performance Indicators to evaluate engagement.

**II. Increase awareness of the Fort Bend Education Foundation and refresh the brand.**

- A. Redesign collateral marketing materials.
  - 1. Develop a new presentation folder and inserts, develop 4-color, Tri-fold Brochures (2 versions), with Donor Testimonials for potential individual and corporate donors.
  - 2. Create and distribute a new brochure to all teachers.
  - 3. Update the FBEF logo and develop a style guide for the Foundation.
- B. Expand publicity.
  - 1. Develop videos of Grants in Action, New Teacher Gifts, donors and volunteers for presentations.
  - 2. Continue to utilize quarterly E-newsletter and direct mail to supporters and volunteers.
  - 3. Distribute quarterly FBEF e-newsletter targeted to school personnel to publicize all programs and priorities to encourage engagement.
- C. Expand social media.
  - 1. Integrate Facebook, Twitter and Instagram into all efforts.
  - 2. Post marketing videos to YouTube.
- D. Update or redesign the website.
  - 1. Work with Fort Bend ISD I.T. and Community Relations to update and/or redesign the current website.

### **III. Develop a more accessible and comprehensive grants program.**

- A. Explore a tiered grant system.
  - 1. Classify grants into a smaller individual grants, larger school site grants and Founders Grants for extraordinary programs.
- B. Target grant submissions from economically disadvantaged schools.
  - 1. Focus grant solicitations and presentations to economically disadvantaged schools.
  - 2. Develop a narrated PowerPoint to include annually in campus staff meetings and influence principals to encourage grant writing on their campuses.
  - 3. Identify teacher/parent liaisons to initiate and/or assist in grant writing.
  - 4. Prepare an annual report of grant requests and grant funding for economically disadvantaged schools, establishing a benchmark to determine an anticipated percentage increase from prior years.

### **IV. Create community and campus awareness and build a volunteer base.**

- A. Continue to recognize and appreciate donors at every level.
  - 1. Schedule a donor reception at the end of each school year.
  - 2. Thank donors at a minimum level via a print ad.
  - 3. Recognize and thank corporate donors at a minimum level with a tangible object for display in their businesses or offices.
  - 4. Recognize and thank individual donors with handwritten thank you notes.
- B. Engage district campuses in FBEF initiatives and publicity.
  - 1. Recruit campus volunteers to serve as Campus Advocates to coordinate the publicity of FBEF information on their respective campuses.
  - 2. Recruit Parent Campus Liaison for each campus to disseminate FBEF information to other parents on each campus.
  - 3. Continue a campus visit rotation (possibly present at PTA/PTO meetings) to increase awareness of grant applications and grants awarded at each campus
- C. Continue to build a volunteer base for the Foundation.
  - 1. Recruit volunteers, tapping into parent leaders (i.e. PTA/PTO leaders) from each campus by hosting a fall and spring Auxiliary luncheons.

2. Consider new means of building a volunteer base, like a Chamber of Commerce Education Day.
  3. Recognize and thank volunteers of the year throughout the year.
- D. Heighten awareness of the Foundation through different media.
1. Leverage social media for publicity by increasing “likes” and “shares” on the Foundation’s Facebook page.
  2. Explore and utilize venues to increase publicity of the “Grants in Action” video clips.
  3. Publicize volunteer activities and upcoming opportunities in the Fort Bend ISD E-news and other communications.
- E. Plan and support community awareness programs.
1. Organize and staff volunteers for programs like Foundation anniversary events and recognition events.
- F. Measure the effectiveness of outreach programs to increase awareness of the Foundation among the district and community.
1. Measure volunteer replenishment, targeting 5%+ new volunteers each year.
  2. Measure community experiences with FBEF through hits on the website, “likes” on Facebook, number of views of video clips, and any other media analytics.
  3. Initiate measurable follow up of events, like Convocation, and participation in programs, such as Take Me Out Tuesdays, by tracking attendance and/or the results of a survey.
  4. Measure the number of campus site visits in total and visits to Title 1 campuses and possibly using a post-visit teacher survey.
- G. Create an alumni program to cultivate a sustainable individual talent and donor base for years to come
1. Form an Alumni Committee under the auxiliary and add a VP of Alumni position to the Auxiliary Officers.
  2. Recruit committee members and discuss recruitment and possible fundraiser in 23-24.
  3. Host meet and greet receptions regionally within FBISD attendance zone.
  4. Create an Alumni Funded grant.

**V. Expand Revenue**

- A. Grow percentage of individual donor dollars 10% per year.
  - 1. Utilize alumni, matching gifts, planned giving and new programs.
- B. Grow corporate matching gift dollars 5% per year.
  - 1. Track individual donors and create accounting line item for reports.
- C. Increase the number of corporate and private foundation grants applied for and the number of grants received.
  - 1. Form an ad hoc grant committee to prioritize foundations and contacts.
- D. Increase new corporate dollars and current participating company contributions.
- E. Increase outside revenue dollars.
  - 1. Work with supporting businesses to expand the discount revenue/advertising program.
- F. Continue to grow the FBISD Employee Giving Campaign.
  - 1. Work with the district to market the Employee Giving Campaign.

**VI. Ensure perpetuity of the Fort Bend Education Foundation.**

- A. Demonstrate good governance and fiscal responsibility to fund innovative education for years to come.
  - 1. Establish objective guidelines for the Endowment.