



2008-2009 Organizational Priorities

Program Growth

1. **Back to Basics Initiative, Phase IV:** Create a sustainable and replicable strategy for meeting the basic supply needs of every Portland Public School.
2. **Increased Awareness:** Strengthen existing media relationships while exploring alternative media opportunities (community newspapers, blogs, social networking sites) to encourage people to find us and experience our brand in new and unexpected ways.
3. **Strategic Plan for Future Expansion & Replication:** Collaborative staff and Board planning to decide what expansion will look like, while carefully documenting best practices as we move through each program.
4. **Leadership Sustainability:** Formalize succession plans for staff and Board positions.

Financial Sustainability

1. **Grow Individual Donor Base:** Build relationships with existing donors and strategically target new donors under age 35.
2. **Board Contributions:** Achieve full Board participation in fundraising efforts.
3. **Bequests and Planned Giving:** Roll out a comprehensive Planned Giving program to ensure long-term financial sustainability.
4. **Deepen Relationships with Partners:** Develop a structured and consistent way of getting to know our supporters through in-store tours and other invitations to interact with our leadership and programs.

Infrastructure

1. **Staffing:** Evaluate the relationship of program growth with the capacity of current staffing to determine job description for a part-time, sixth staff position.
2. **Technology:** **A)** Research and incorporate ways to increase traffic to the website and readership of the e-newsletter through meta tags and external links.
B) Integrate donor and inventory management databases.
C) Streamline program operations through technology to reduce administrative burden on staff.
3. **Facility Improvements:** Improve teacher shopping experience with new shelf toppers, storage containers and shelving displays.
4. **Board Development:** Increase effectiveness of the Work Team structure and increase diversity so that our leadership more accurately reflects the population we serve. Also, develop an Advisory Board consisting of non-voting, key stakeholders such as our Founder, long-time volunteers, teachers and well-connected supporters.