



3-YEAR STRATEGIC PLAN SUMMARY

Our 3-year strategic plan is designed to build a sustainable and resilient Charlotte's Hope Foundation by focusing on solidifying our brand, expanding our audience, strengthening our board, and diversifying our revenue streams. By investing in these key areas, we aim to create a strong, recognizable brand that clearly represents our purpose and service, develop robust programs that engage caregivers and partners, and secure consistent financial support, all of which will allow us to grow alongside the evolving needs of the families we serve. This plan ensures that we are not only meeting the current demands but are also positioned to lead in the field of pediatric care advocacy, empowering families for years to come.

Strategic Goals for 2024-2027

1. Solidifying the Brand

Why: To establish a strong, recognizable, and trusted brand that resonates with our target audience and effectively communicates our mission and vision.

How:

- Rebrand the organization with a new name and logo that reflect our future vision.
- Redesign our website to enhance user experience, accessibility, and online giving.
- Implement comprehensive brand guidelines to ensure consistent messaging and visuals across all platforms.

2. Board Development and Best Practices

Why: To ensure strong governance, effective leadership, and strategic oversight, securing the foundation's long-term sustainability and impact.

How:

- Restructure board leadership and establish specialized committees.
- Provide continuous training and resources for board members.
- Invest in the professional development of co-founders and implement leadership succession plans.

3. Fundraising and Revenue Generation

Why: To secure the necessary financial resources to support, educate, and empower parents and caregivers, enabling the foundation to expand its programs and services.

How:

- Develop a consistent annual fundraising plan and optimize online giving processes.
- Establish a compelling monthly giving program and grow recurring donations.
- Continue the success of the "Celebration of Hope" annual fundraising gala.
- Grow relationships with funders in Indiana and Ohio for potential grant opportunities.

4. Program Development

Why: To provide comprehensive support and education to families of children with medical complexities, empowering them to advocate effectively for their children.

How:

- Continue the growth of the Empowered by Hope podcast and promote it to families at the moment of diagnosis.
- Build a vibrant online community and offer a mix of free and paid courses and resources.
- Establish fee-for-service relationships with pediatric hospitals for training and consultation.
- Launch a mentorship program connecting experienced parents with those newly navigating complex medical challenges.

5. Audience Expansion

Why: To increase awareness and engagement with Charlotte's Hope Foundation's mission, transforming a broader audience into committed supporters and donors.

How:

- Utilize digital marketing, social media campaigns, and partnerships with influencers and brands.
- Expand our email marketing efforts to convert subscribers into supporters.

- Form alliances with other nonprofits to amplify our impact.

Join Us on This Journey

Now, more than ever, we need your partnership to turn this vision into reality. Together, we can ensure that every child receives the care they deserve and every parent feels empowered to advocate for their child's optimal quality of life. Your support will drive this transformative change, helping us build a future where hope, support, and advocacy are accessible to every family in need.

Contact Us

To learn more about our strategic plan or to support our mission, please visit www.charlotteshopefoundation.org. Thank you for being a vital part of our community of hope and making this future possible.