



Executive Committee Tactical Workplan (Jan 20-June 21)

Strategy	Committee	Key Deliverable	Priority	Timing	Objective	Measurement of Success (KPIs)
Drive fundraising growth	Executive	Assist ED in hiring of a development manager	High	20-Feb	To increase net income of the NPSDEF	20% in income
Create infrastructure that supports organizational goals	Executive	Implement effective committee structure	High	20-Feb	To engage board in realization of organizational goals	Committee Self-Assessments completed
Create infrastructure that supports organizational goals	Executive	Establish a board governance committee	High	20-Feb	To ensure best practices by the board of directors (bylaws, policies, nominating)	Committee Established
Create infrastructure that supports organizational goals	Executive	Establish a marketing committee	High	20-Feb	To implement brand awareness effort	Committee Established
Create infrastructure that supports organizational goals	Executive	Demonstrate that the NPSDEF is a high philanthropic priority by giving stretch gifts	High	20-Jun	To raise sights of the board for personal giving	100% board giving with 10% increase in total board giving
Create infrastructure that supports organizational goals	Executive	Oversee the implementation of the strategic plan and monitor progress	High	20-Jan	To ensure the strategic plan goals are achieved	Strategic plan goals are achieved
Create infrastructure that supports organizational goals	Executive	Update Candid/Guidestar Profile	Med	20-Jul	To ensure accurate and transparent information is published about the NPSDEF	Profile updated
Create infrastructure that supports organizational goals	Executive	Implement committee chair training	Med	20-Aug	To educate committee chairs on their role and responsibilities	Completed training
Create infrastructure that supports organizational goals	Executive	Implement fundraising training calendar for the board (4/year at board meetings)	Med	20-Sep	To increase board's ability and comfort with fundraising	4 Fundraising Trainings
Create infrastructure that supports organizational goals	Executive	Allocate resources and budget to support brand awareness effort	Med	20-Jul	To increase awareness of the NPSDEF in the District and the wider community	Proposed marketing budget approved for FY 20-21
Create infrastructure that supports organizational goals	Executive	Create a task force to reasearch & recommend a new donor database	Low	21-Jan		Recommendation of new database
Create infrastructure that supports organizational goals	Executive	Allocate budget for a new database in FY 21-22	Low	21-May	To allocate the appropriate resources for a new database	Budget allocated for a new database



Development Committee Tactical Workplan (Jan 20-June 21)

Strategy	Committee	Key Deliverable	Priority	Timing	Objective	Measurement of Success (KPIs)
Drive fundraising growth	Development	Host fundraising gala and kickball tournament for new stadium	High	20-Apr	To raise awareness and additional funds for stadium project	Raise \$100,000 net income
Drive fundraising growth	Development	Implement a Spring Annual Campaign focused on donor acquisition	High	20-May	To increase the number of donors to the NPSDEF	20% increase in # of NPSDEF donors
Drive fundraising growth	Development	Establish levels of giving with benefits	High	20-May	To encourage increased giving	Increase giving by 10% of donors
Drive fundraising growth	Development	Board to identify a minimum of 5 new prospects each	High	20-Apr	To add to donor database	100 new prospective donors in database
Drive fundraising growth	Development	Implement parents opting-out rather than opting-in to NPSDEF database	Medium	20-Jul	To increase number of contacts in donor database and communicate with parents	Parent contacts in donor database
Drive fundraising growth	Development	Create a coordinated Major Gifts Program	Medium	20-Jul	To cultivate and steward \$1,000+ donors	Increased number of \$1,000+ donors
Drive fundraising growth	Development	Develop individualized cultivation & stewardship plans for the top 25 donors	Medium	20-Jul	To engage major donors and increase their funding	Increase giving of 10 major donors
Drive fundraising growth	Development	Analyze effectiveness of special events (ROI) and adjust plans accordingly	Medium	20-Jul	To utilize fundraising resources in the most productive way	Analysis of golf tournament and auction completed
Drive fundraising growth	Development	Define processes for special events	Medium	20-Jul	To ensure special events processes are recorded for succession	Golf tournament and auction processes defined
Drive fundraising growth	Development	Increase net income from existing special events	Medium	20-Dec	To increase income for the NPSDEF	4 new sponsors, 5 new foursomes
Drive fundraising growth	Development	Research & apply for foundation grant opportunities	Medium	20-Nov	To increase funding sources	Write 5 grant applications
Drive fundraising growth	Development	Implement a Year End Campaign	Medium	20-Dec	To increase overall donations to the NPSDEF	10% increase in YE giving to NPSDEF
Drive fundraising growth	Development	Increase staff giving	Low	20-Oct	To increase staff giving	50 new staff donors
Drive fundraising growth	Development	Develop an alumni giving program	Low	21-Feb	To increase alumni engagement with the schools	25 alumni donations
Drive fundraising growth	Development	Implement individual board donor pages for spring annual campaign	Low	21-May	To increase the # of donors to the NPSDEF	50 new donors
Drive fundraising growth	Development	Host a donor reception	Low	21-May	To increase donor loyalty	Attendance by 75 donors



Marketing Committee Tactical Workplan (Jan 20-June 21)

Strategy	Committee	Key Deliverable	Priority	Timing	Objective	Measurement of Success (KPIs)
Increase brand awareness	Marketing	Work with Development Committee to develop gala materials that have consistent NPSDEF brand messaging	High	20-Mar	To ensure consistent messaging and branding is used in breakfast materials	Breakfast materials with consistent branding
Increase brand awareness	Marketing	Conduct an audit of all communications and marketing for the NPSDEF	High	20-Apr	To ensure there is consistent messaging and branding used by the NPSDEF	Completion of audit
Increase brand awareness	Marketing	Work with the Development Committee to develop consistent brand messaging for the annual campaign	High	20-Apr	To ensure consistent messaging and branding is used in annual campaign materials	Annual Campaign materials with consistent branding
Increase brand awareness	Marketing	Develop messaging and branding standards	High	20-Jun	To ensure consistent messaging and branding is used in all NPSDEF marketing	Messaging and branding standards in place
Increase brand awareness	Marketing	Brainstorm ways to educate school community and community at large about the NPSDEF	High	20-Feb	To increase awareness of the NPSDEF in the school community and the broader community	Prioritized list of opportunities and schedule for implementation
Increase brand awareness	Marketing	Determine resources and budget needed to support branding effort	High	20-Apr	To support effort to increase awareness of the NPSDEF in the school community and the broader community	Resource & budget needs sent to Executive Committee
Increase brand awareness	Marketing	Create a social media calendar	High	20-Apr	To increase awareness of the NPSDEF in the school community and the broader community	2 social media posts per week
Increase brand awareness	Marketing	Purchase NPSDEF pop-up banners for each school	Medium	20-Jul	To increase awareness of NPSDEF in school community	Pop-ups in each school
Increase brand awareness	Marketing	Create a press release calendar	Medium	20-Jul	To increase awareness of the NPSDEF in the school community and the broader community	A minimum of 1 press release per month
Increase brand awareness	Marketing	Create an e-blast calendar	Medium	20-Jul	To increase awareness of the NPSDEF in the school community and the broader community	2 e-blasts per month
Increase brand awareness	Marketing	Create an NPSDEF video for all Back to School Nights	Medium	20-Jul	To increase awareness of NPSDEF in school community	Video shown at all Back to School Nights
Increase brand awareness	Marketing	Review and create Annual Report - print and/or digital	Medium	20-Sep	To communicate financial report and program outcomes to donors	Annual Report created
Increase brand awareness	Marketing	Create a fundraising tool kit with stories and impact statistics to help board members effectively fundraise	Low	21-Jan	To increase board member comfort with fundraising	Fundraising tool kit distributed to board members
Increase brand awareness	Marketing	Develop communication strategies for all key constituencies (students, parents, district staff, alumni, etc.) Prioritize and implement accordingly.	Ongoing	21-Jun	To increase awareness of the NPSDEF with messaging for each specific constituency	Communication plans for each key constituency
Increase brand awareness	Marketing	NPSDEF Page in NPSD annual report	timing?		To increase awareness of the NPSDEF in the school community and the broader community	Page in annual report



Grants Committee Tactical Workplan (Jan 20-June 21)

Strategy	Committee	Key Deliverable	Priority	Timing	Objective	Measurement of Success (KPIs)
Support district staff & student grants & initiatives	Grants	Award student, teacher and district grants	High	20-Feb	To allocate resources to support the district	Grant applications funded
Support district staff & student grants & initiatives	Grants	Meet quarterly with District Administration to identify district needs	Ongoing		To fund high priorities for the district	High priority District initiatives funded
Support district staff & student grants & initiatives	Grants	Identify funding priorities to support the District's strategic plan	High	20-Mar	To align funding with the goals of the district	Funding aligned with the District's strategic plan
Support district staff & student grants & initiatives	Grants	Assign 2 grants per committee member to obtain outcome information and photos	High	20-Mar	To capture outcomes of grant to create impact stories	Information on 10+ grant outcomes captured
Support district staff & student grants & initiatives	Grants	Create task force to identify funding priorities to address the opportunity gap	High	20-Apr	To ensure access to educational opportunities for all students	20% of NPSDEF funding allocated to address the opportunity gap
Support district staff & student grants & initiatives	Grants	Utilize spotlight to highlight NPSDEF and grants process	High	20-May	To promote grant applications	%5 Increase in the number of grants
Support district staff & student grants & initiatives	Grants	Evaluate grant criteria and change as needed	Medium	20-Jul	To ensure the grant application is consistent and as easy as possible to complete	Simplified grant application
Support district staff & student grants & initiatives	Grants	Communicate changes to grant criteria	Medium	August	To ensure teachers/staff understand current criteria	Grant criteria communicated to teachers/staff
Support district staff & student grants & initiatives	Grants	Implement grant application workshops at schools where applications are low	Medium	20-Sep	To increase the number of grant applications from schools that do not apply for many	Grant workshops implemented
Support district staff & student grants & initiatives	Grants	Develop process to obtain grant outcomes on all grants	Low	21-Jan	To capture outcomes of grant to create impact stories	Information on all grant outcomes captured
Support district staff & student grants & initiatives	Grants	Evaluate grants calendar - how many times per year should grants be awarded	Low	21-Jan	To ensure grants process is the most effective	Evaluation completed and recommendations made to the board



Board Governance Committee Tactical Workplan (Jan 20-June 21)

Strategy	Committee	Key Deliverable	Priority	Timing	Objective	Measurement of Success (KPIs)
Create infrastructure that supports organizational goals	Board Governance	Analyze board survey to identify demographic & skill gaps	High	20-Feb	To identify demographic and skill gaps on current board	Gaps reported to board
Create infrastructure that supports organizational goals	Board Governance	Develop committee descriptions with time commitments	High	20-Feb	To communicate to board the responsibilities of each committee	Committee descriptions completed
Create infrastructure that supports organizational goals	Board Governance	Establish nominating policies & procedures	High	20-Mar	To increase effective board recruitment	Nominating policies & procedures adopted by board
Drive fundraising growth	Board Governance	Implement a nominating process that supports the fundraising responsibility of the board	High	20-Mar	To increase the number of board members who are willing and able to fundraise for the NPSDEF	6 New Board Members who are willing to be active fundraisers
Create infrastructure that supports organizational goals	Board Governance	Create a Board Member Interest Form to be used by all current board members	High	20-Apr	To identify potential new board members who can fill demographic and skill gaps on the board	Board Member Interest Form used to recruit new board members
Create infrastructure that supports organizational goals	Board Governance	Recruit Officers for Slate	High	20-May	To ensure succession of officers	Officer slate sent to Board for vote
Create infrastructure that supports organizational goals	Board Governance	Review Bylaws	Medium	20-Aug	To ensure bylaws are up to date with current practice	Policy approved by Board
Create infrastructure that supports organizational goals	Board Governance	Develop and implement a board self-assessment	Medium	20-Jul	To assess board engagement	Completed self-assessment
Create infrastructure that supports organizational goals	Board Governance	Develop and implement new board orientation	Medium	20-Sep	To educate new board members about the NPSDEF	Completed new board orientation
Create infrastructure that supports organizational goals	Board Governance	Review policies	Low	21-Jan	To ensure all best practice policies are in place and current	Review completed, policies revised as needed and gaps identified



Finance Committee Tactical Workplan (Jan 20-June 21)

Strategy	Committee	Key Deliverable	Priority	Timing	Objective	Measurement of Success (KPIs)
Create infrastructure that supports organizational goals	Finance	Develop a Financial Policy to guide the financial management of the NPSDEF	High	20-Apr	To ensure best practice policies related to financial management are followed	Financial Policy approved by the Board
Create infrastructure that supports organizational goals	Finance	Invest NPSDEF's funds according to the established policy	Medium	20-Jul	To maximize growth within risk standards	NPSDEF reserves invested according to new policy
Create infrastructure that supports organizational goals	Finance	Review Investments biannually and report to board	Ongoing		To ensure NPSDEF's investments are generating the expected return	Expected return on investment
Create infrastructure that supports organizational goals	Finance	Develop the organization's budget annually	Ongoing		To ensure sound fiscal planning	Annual budget approved and adhered to
Create infrastructure that supports organizational goals	Finance	Facilitate the organization's audit/review	Ongoing		To ensure sound financial management of the NPSDEF	Annual audit completed
Create infrastructure that supports organizational goals	Finance	Facilitate the filing of the organization's 990 and review it with the Board	Ongoing		To ensure the board is educated on the content of the NPSDEFs 990.	990 filed and review with Board implemented



Alumni Relations Committee Tactical Workplan (Jan 20-June 21)

Strategy	Committee	Key Deliverable	Priority	Timing	Objective	Measurement of Success (KPIs)
Increase alumni engagement	Alumni Relations	Work with the development committee to implement a successful gala for the stadium project	High	20-Apr	To increase alumni engagement	10% increase in alumni contacts
Increase alumni engagement	Alumni Relations	Review bylaws to ensure Alumni Association is an organization within the NPSDEF	High	20-Feb	To ensure the NPSDEF is the organization that oversees the alumni association	Bylaws reviewed and, if necessary, revised to include the alumni association
Increase alumni engagement	Alumni Relations	Have discussion with Knights for Life	High	20-Feb	To determine if collaboration could be mutually beneficial	Discussion completed and decision made
Increase alumni engagement	Alumni Relations	Develop an Alumni Association structure	High	20-Mar	To create an organization that can run independently and report back to the NPSDEF biannually	Alumni association structure in place
Increase brand awareness	Alumni Relations	Brainstorm ways to engage alumni	High	20-Mar	To identify ways to engage alumni	Prioritize list of engagement tactics and implement by priority
Increase alumni engagement	Alumni Relations	Recruit members including officers for the alumni association	High	20-May	To build an alumni network	Alumni association board recruited (minimum of 6 volunteers)
Increase alumni engagement	Alumni Relations	Put together an alumni social media team	High	20-Mar	To broaden social media reach of alumni association	Recruit 15 alumni social media team members
Increase alumni engagement	Alumni Relations	Develop alumni social media calendar	High	20-May	To highlight NPSD alumni	Post twice a month
Increase alumni engagement	Alumni Relations	Get alumni lists from the district	High	20-Mar	To increase database of alumni	Alumni lists added to database
Increase alumni engagement	Alumni Relations	Alumni spotlight in education foundation blasts bi-annually	High	20-May	To increase interest in alumni engagement	Alumni spotlight published
Increase alumni engagement	Alumni Relations	Implement quarterly e-newsletter	Medium	20-Oct	To increase interest in alumni engagement	E-newsletters published 4 times per year
Increase alumni engagement	Alumni Relations	Have alumni association presence at homecoming	Medium	20-Oct	To increase awareness of the alumni association	5% Increase in alumni contacts
Increase alumni engagement	Alumni Relations	Coordinate alumni football game	Medium	20-Nov	To increase awareness of the alumni association	5% increase in alumni contacts
Increase alumni engagement	Alumni Relations	Research alumni engagement programs (i.e., Alumni Nations)	Low	21-Jan	To invest in a structured alumni engagement program	Budget allocated for structured alumni engagement program for FY 21-22