

# The Virginia 4-H Foundation

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## Strategic Plan

November 1, 2014 – June 30, 2019

**Approved October 7, 2014**

### Mission of the Virginia 4-H Foundation

- To ensure strong and vital opportunities for positive development of Virginia's youth by securing resources to support 4-H programming.

### Priorities of the Virginia 4-H Foundation

- Raise funds to support the strategic priorities and growth of the Virginia 4-H program;
- Identify prospective donors and inform them of the value/impact that their investment could provide for the 4-H program and encourage them to provide support;
- Demonstrate the importance of philanthropic support by donors through active and meaningful stewardship;
- Strengthen the public support of and investment in 4-H programs and partnerships at the local, state, and federal levels;
- Establish and maintain a culture of communication, collaboration, and mutual support with Extension Agents in Virginia; and,
- Use best management practices to ensure a strong, successful 4-H Foundation.

### Context for Virginia 4-H Foundation Strategic Plan

The 4-H Foundation board holds as its primary mission securing resources to support 4-H programming. Recognizing the importance of a strong working partnership with Extension Agents, the 4-H Foundation board strives to advance this relationship around the Commonwealth.

This strategic plan outlines and organizes the priorities and goals of the Virginia 4-H Foundation including fundraising and financial support, as well as internal and external marketing, and institutional advancement.

Strategic Goals: November 1, 2014 – June 30, 2019

1. Inviting you to join us by investing in 4-H

Background:

The primary objective of the Virginia 4-H Foundation is resource development. Approximately 85% of Extension public funding is directed toward salaries. Extension faculty members are tasked with securing private resources to fund programming. There are ongoing resource needs at both the state and local level.

Objectives:

- 1) Maintain 100% board giving on an annual basis
- 2) Establish annual fundraising program.
- 3) Establish endowment fundraising program.
- 4) Establish deferred/estate fundraising program.

2. Strengthen culture of collaboration

Background:

The cooperative extension model works because local needs are addressed through a collaborative network of agents, specialists, and program volunteers. Information is relayed from the local level to the state level and vice versa to influence current and future programming needs. Trust is fundamental to model effectiveness. The Virginia 4-H Foundation Board seeks to facilitate and enhance partnerships with agents and program stakeholders.

Objectives:

- 1) Communicate regularly with agents and volunteers about the work of the Virginia 4-H Foundation to increase awareness of the foundation's role in supporting Virginia 4-H.
- 2) Set funding priorities to align with programmatic needs as identified by Extension professionals.
- 3) Identify and remove barriers to the effective utilization of foundation resources.

### 3. Increase awareness of the value of 4-H

#### Background:

The 4-H Study of Positive Youth Development quantified the significant impact that 4-H has on youth. To increase awareness of the value of 4-H, and thereby increase private and public investment, sustained effort needs to be directed at communication and marketing with numerous stakeholder audiences.

#### Objectives

- 1) Increase marketing and outreach on behalf of the program.
- 2) Increase opportunities to reconnect with 4-H alumni, Extension retirees, former board members, and families of current and former 4-H members.
- 3) Increase opportunities to engage new audiences in funding 4-H.

### 4. Securing the future through stewardship

#### Background:

Increased development focus and support for 4-H by the College of Agriculture and Life Sciences development office and the State 4-H Office has resulted in a trend of increasing current and future support commitments. Continued success will require additional investment.

#### Objectives:

- 1) Recruit and develop board members that will play a critical role in moving the 4-H Foundation forward through investment of time, personal networks, and through personal financial support.
- 2) Establish board structure to enable implementation of strategic plan.
- 3) Advocate for hiring of full-time dedicated fundraising staff.
- 4) Annually assess support needs to ensure sufficient support for the Virginia 4-H Foundation as donor investment and program use increases.
- 5) Develop stewardship plan to promote transparency, accountability, and responsible use of resources.