

The Nonprofit Council
Board Strategic Planning Retreat
June 14, 2022

Advocacy Effort Goal - *By 2027, the city of San Antonio will have a senior level staff position dedicated to the nonprofit sector.*

Brainstorming:

- Day Without a Nonprofit (film) to celebrate 20th Anniversary
- State of the sector to support advocacy initiatives – critical every two years

Goal Discussion Points:

- Define advocacy for our TNC Board.
- Educating elected officials on the sector.
- To have TNC represented in policy planning (seat at the table).
- To have a TNC seat, city staff position – local govt contacts

Proposed Task Timeline:

2023 – Debut film (A Day Without a Nonprofit)

2024 – Gather data, State of the Sector Report

2025 – TNC fully represented on San Antonio to Washington DC official trip

2026 – Nonprofit Day with San Antonio Leadership

Big Give Goal – *By the 15th anniversary, the Big Give (2027) will achieve \$10 million revenue with half million matching in incentive dollars and be regarded as South and Central Texas Giving Day.*

Proposed Task Timeline:

2023 – 10th Anniversary of the Big Give

Incorporate the City of Boerne back into the Big Give

2024 – Discussions with United Way of Bexar County and the San Antonio Area Foundation

2025 – Increase corporate participation

2026 – Invite the Hill Country area back into the Big Give

2027 – Initiate marketing campaign to celebrate the 15th Anniversary of the Big Give

Brainstorming:

- Grow Big Give
- Sponsorship sales staff
- \$10 million

Goal Discussion Points:

- Awareness/Advocacy/Tactics
- Marketing
- Show impact
- Participation by corporations
- Discussions with United Way of Bexar County

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- Educate and expand reach to nonprofits and donors
- Get the Hill Country back
- Engage the San Antonio Area Foundation, especially their donor advised funds
- By the 15th anniversary of the Big Give, we are known as the South Texas Big Give.

Capacity Goal – *Build board staff and infrastructure capacity to ensure The Nonprofit Council is positioned to meet or exceed goals outlined in strategic plan. sustainability.*

Possible Task Timeline:

- 2023 – Succession planning for Board of Directors and staff
- 2023-2024 – Assess staff consultants
- 2024 – The Nonprofit Council infrastructure
 - Website
 - Office
 - CRM
 - IT

Brainstorming:

- Co-chairs of committees
- Succession planning for Board of Directors and staff
- Grow staff
- Gnat-ass
- The Nonprofit Council infrastructure
 - Website
 - Office
 - CRM
 - IT

Goal Discussion Points: Build capacity to ensure The Nonprofit Council sustainability.

Financial Goal – *By 2027, have a financial plan capable of supporting the strategic plan and operational needs while building the operating reserve of 6 months each year.*

Proposed Task Timeline:

2023 – Board Build

2025 – Develop investment strategy

Brainstorming:

- Other revenue streams
- Board Build

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- Develop investment strategy

Goal Discussion Points: By 2027, have a financial plan capable of supporting the strategic plan and operational needs while building the operating reserve of _____% each year.

Marketing Goal –

Proposed Task Timeline:

2022 –

- Hire PR firm to market anniversaries
- Film A Day Without a Nonprofit completed Q1

2023 Start of Q4

- Start process of data & research
- Brand refresh
- Anniversary Party
- Release film

2024 – Complete data & research

2026 – Rebrand The Nonprofit Council

Brainstorming:

- Anniversaries of Big Give and The Nonprofit Council
- Co-branding
- Connect virtual to the real world
- Awareness referrals/network
- Using language that appeals to all levels age/positions
- Data mining and research (Sacred)
- Brand refresh
- One sheet for The Nonprofit Council members to recruit their vendors

Membership Goal – *By 2027, increase membership engagement by adding 2% new members.*

Possible Task Timeline:

2024 – Initiate referral contest to increase membership

2025 – What is our percentage of participation at events.

2026 – Review and assess membership package

2027 – Restructure dues and membership satisfaction

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Brainstorming:

- For profit members?
- More board-related services
- Personnel related workshops
- Membership packages (Inclusive value)
- Add desired benefit questions to renewal
- Identify membership benefits (Current/Future Members)
- Lapsed members – Unmet needs
- The Nonprofit Council demographics mentor program
- Increase membership = Gain \$\$\$
- Add benefits to increase/retain membership
- Referral contest
- Expand professional development for membership
- Geography vs model? Expansion (Research)
- Expand geographic footprint of The Nonprofit Council
- Ecosystem for consultants or businesses and membership
- Increase membership engagement

Goal Discussion Points:

- Value/participation satisfaction
- Need date to understand the value
- Convert new nonprofit members
- Acquisition and retention
- By 2027, increase membership engagement by adding a net # of new members.
- By 2027, increase membership engagement by adding a net # of new members and maintain 95% retention.
- By 2027, increase membership engagement by adding a net # of new members and overall 95% satisfaction.