



Rush  
County  
Community  
Foundation

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# **2025-2027 STRATEGIC PLAN**

# Mission:

**Cultivating resources to enhance life in Rush County.**

# Core Values:

**Integrity** – We will be honest, truthful and ethical in all dealings.

**Stewardship** – We will be diligent in the oversight of our assets and resources, ensuring that our donors' funds are managed and deployed in a manner best-fitting our mission and values.

**Future-Focused** – Rather than addressing immediate, short-term solutions, we will contemplate issues and solutions that provide a better future for our community.

**Leadership** – We will be a leading organization in our community on issues and solutions that serve our mission.

**Community** – More than simply a word in our organization's name, community reflects the people we work with, for, and in support of. We value the relationships that comprise our community of donors, grantees and stakeholders and are committed to being approachable to all.





# STRATEGIC GOALS

## Goal 1:

**COMMUNICATIONS** - Continued Public Education and Awareness of RCCF

### OBJECTIVES:

- Increase community engagement through educational programs and outreach initiatives.
- Refine a comprehensive marketing strategy to promote RCCF's mission, programs, and impact.

## **STRATEGIES:**

### **1. Community Workshops and Events:**

- Host annual events tailored to nonprofit organizations, the public, and targeted individuals (i.e. current RCCF scholarship recipients during summer break, past Lilly Endowment Scholarship recipients, etc.) to share information about RCCF.
- Revive our Youth in Philanthropy Fund, introducing high schoolers to RCCF and philanthropy.

### **2. Digital Marketing Campaign:**

- Continue to grow our social media presence and utilize digital marketing tools to reach a broader audience.
- Create informative content (videos, newsletters, blogs) that showcases success stories and community impact.

### **3. Local Media Partnerships:**

- Utilize relationships with local media outlets to feature RCCF in news articles and interviews.
- Develop a monthly column in local newspapers (as well as RCCF channels including website, email newsletter and social media) as an education piece relating to community foundations and philanthropy and to highlight ongoing local projects and community needs.



## MEASURES OF SUCCESS:

- Add two new community workshops and events each of the next two years.
- Growth in email newsletter subscribers, social media followers, and social media engagement metrics by 20% over two years.



## Goal 2:

## DEVELOPMENT - Continued Growth in Assets

### OBJECTIVES:

- **Diversify funding sources and enhance asset growth through targeted campaigns.**
- **Strengthen relationships with current donors while attracting new supporters.**

### STRATEGIES:

#### **1. Fundraising initiatives:**

- Launch a targeted campaign seeking larger donations to support the Love Community Center and our broader community.
- Develop relationships and platforms for increased corporate contributions.

#### **2. Annual Giving Programs:**

- Promote annual giving that encourages smaller, regular donations from the community.
- Promote planned giving options to educate potential donors about legacy gifts.



### 3. Grant Applications:

- Identify and apply for relevant grants that align with RCCF's mission and programs.
- Build upon recent grant writing success to support the Love Community Center and our broader community.

### MEASURES OF SUCCESS:

- Achieve an increase in total assets, net of investment growth, over the next three years.
- Increase the number of active donors by 10% annually.
- Increase the number of corporate gifts by 200% over next three years.



## Goal 3:

## **COMMUNITY LEADERSHIP** - Convening and Leading Discussions Toward Rush County's Next Great Areas of Need

### **OBJECTIVES:**

- **Identify and prioritize key community issues through collaboration and dialogue.**
- **Foster partnerships among stakeholders to address identified needs.**

### **STRATEGIES:**

#### **1. Regular Community Forums:**

- Organize forums to discuss community issues and needs and engage stakeholders in solution-building.
- Create a platform for community leaders to share ideas and collaborate on initiatives.

#### **2. Task Forces for Key Issues:**

- Involve and convene community leaders, including city, county, business, education, non-profit and other relevant stakeholders to identify specific areas of need identified through community feedback.
- Empower these groups to develop and implement actionable plans.



- The RCCF board of directors will evaluate the capacity and fit for any of these initiatives to operate within our organization, along with stated timelines to incubate and autonomize initiatives under our leadership.

## **MEASURES OF SUCCESS:**

- Successful convening of at least two community forums annually, with increased participation each year.
- Implementation of at least one significant initiative addressing identified needs within three years.



# IMPLEMENTATION AND EVALUATION

## **TIMELINE:**

Set specific timelines for each strategy and objective, with quarterly reviews.

## **RESPONSIBILITY:**

Assign team leaders for each goal to oversee progress and report outcomes.

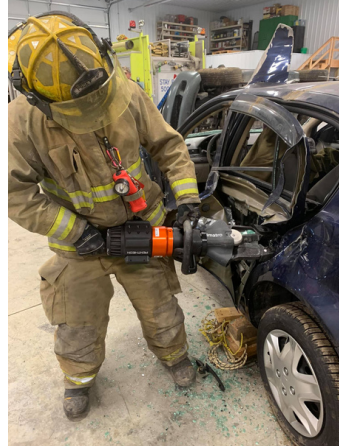
## **EVALUATION:**

Conduct annual evaluations to assess progress toward goals, using metrics defined above. Adjust strategies as needed based on outcomes and community feedback.

All implementation, evaluation, timeline, and responsibility will be outlined in an internal Strategic Advancement Map facilitated through RCCF staff.

By focusing on these strategic goals and aligning with RCCF's mission and core values, the foundation can significantly enhance life in Rush County and position itself as a leader in community development and resource cultivation.





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