



## Sundre Hospital Futures Foundation Committee Development Plan

### *Timelines and Plan*

#### **By September 1<sup>st</sup>, 2019**

- Create vision and mission statement – needs to be more general, establishing campus or new hospital is a project within your vision or mission, what are you trying to accomplish for your community? Your mission should describe exactly what you do, your vision where you are going. Your vision needs to be marketable, something that creates a clear message and a call to action of sorts. Your retention and recruitment need to be left out of this statement, yes you do them and they are important but why are we raising funds, and why do we retain and recruit is the more important aspect of these.
- Separate and task each of the separate committees, the committee members on the futures committee should have a clear expectation and description of what they do as a member of this committee. If they sit on other committees that is fine but they should understand the difference of where one committee ends and the other starts, and if there are overlaps they need to be clear so everyone knows what to do.
- Secure and hire PT staff, the load cannot continue to be borne by the committee alone. With the ED we will advertise and interview for a part time position to help with the leg work of the committee. This will allow us to have the committee focus on the needed matters and help where needed and have the staff do the work the committee does not have time to accomplish. This position will be a from home position on contract and will support Sundre and Olds, but will be based in Sundre preferably as you are the busier committee.

#### **By January 2020**

- Create and implement a donor recognition program. Getting this done right up front will make a huge difference to the public staying on board as you try to raise funds. We will create a donor wall, have a thank you event annually and establish honoring and recognition protocols and thresholds

#### **By May 2020**

- Create and implement Legacy and Grateful patient programs. This will assure sustainability of your committee. There will be moments where the hype or interest wain. Having these programs provides a steady stream of donations that allow you to continue and fundraise during the lulls.

Create 5 year marketing plan and start preparing for Launch of 2<sup>nd</sup> campaign. Hold Thank you event