

Tall Pine Council 2008-10 Strategic Plan

Pillar Code: II - C

Committee Area : Finance

Date: 11-26-07

Objective: Sufficient Revenue Generation: Coordinate a diversified funding plan including prudent operating, capital and endowment funds that meet the goal of having sufficient revenue for both long-term and short-term funding goals.

Current Situation	Desired Position	Financial Cost & Benefit	Action Plan		
			What	Who	When
Endowment Fund and Reserves are not adequate to provide a consistent cash flow	Grow Endowment Fund.	II-C01	Recruit additional Endowment committee members with finance background.	Endowment Committee	Ongoing during 2008-10
		II-C02	7 contacts annually to Heritage Society Members & Prospects.	Endowment	January-December
		II-C03	Develop a separate Endowment Budget	Endowment Committee	2008
		II-C04	Conduct one Heritage Society event annually.	Endowment Committee	Spring 2008, 2009, 2010
		II-C05	Continue to market The Forever Funds	Marketing Committee & Endowment Committee	Ongoing during 2008-10
	Maintenance of Properties/Capital Growth.	II-C06	Include development projects in each annual budget.	Finance & Development Committee	December

Tall Pine Council
2008-10 Strategic Plan

		II-C07	Every Capital gift allows 10% to be put into the Endowment Fund for maintenance of properties.	Staff	Ongoing during 2008-10
		II-C08	Focus on major funding opportunities through Endowment matching programs, Capital gifts for camps, etc.	Endowment Committee & Staff	Ongoing during 2008-10
	Recruit Development Committee	II-C09	Identify 5 community leaders to focus solely on new funding ideas.	Key 3	March
		II-C10	Set up face to face meetings with prospects of Development Committee.	Key 3	January-February
		II-C11	Recruit a "leader" to head up the Development Committee ideas, strategies & meetings.	Key 3	January-February
		II-C12	Hold a minimum of 4 - 6 meetings each year to develop new sources of funding	Development VP	January-December
	Increase Camp Attendance	II-C13	Develop marketing strategies to increase the number of TPC units attending camp.	Marketing Committee & District Program	January 2008, 2009, 2010
		II-C14	Recruit out of Council units to attend our camps through the efforts of a marketing campaign.	Marketing Committee & District Program	January 2008, 2009, 2010

Tall Pine Council
2008-10 Strategic Plan

Funding and cash flow not meeting annual requirements	Generate revenue to- Achieve FOS goal; Eliminate annual deficit; Support OPR, CAP, ENDOW Funds	CR- II-A TPC- II-C15	By June 30th of each year, increase all funding by \$50,000, over previous year.	Development VP	Fall 2010
	Increase endowment assets to 20% of Operating Income	CR- II-B TPC- II-C16	Raise \$3,000,000 by 12-2010 to generate 20% of total income per year goal.	Development VP	Fall 2010
	Maintain responsible Budgeting procedures and assessments. Test new fund raising concepts.	CR- II-C TPC- II-C17	Budget Committee report status to Executive Committee each quarter. Establish an Annual Budget for Endowment Fund.	Development VP & Finance VP	Fall 2010

File-P/Excel/EHN/Pillar II
Action Plan 11-26-07b
w/CR 04-08