

Proposed 2014 strategic plan and success measures

Greater Kansas City Community Foundation

Strategic direction	2014 organizational success measures	Explanation
<p>Increase charitable giving by building market share, offering innovative giving vehicles, and reaching out to potential donors across the five-county region.</p>	<p>1.1 Generate \$210 million in new contributions. 1.2 Add 150 new donor funds.</p>	<p>The Foundation continues to add new donor advised funds at a steady rate to increase its market penetration.</p> <p>The Foundation’s marketing plan promotes donor advised funds at all giving levels and for all types of donors, including individuals, families and corporations.</p> <p>The Foundation has built a robust referral system through relationships with existing donors and professional advisors (attorneys, CPA’s and financial advisors).</p>
<p>Provide exceptional donor experience by offering donors (1) value-added products and services that make giving fun and easy, (2) high quality information about nonprofits, and (3) unequalled expertise and structures to carry out donor intent during and following the donor’s lifetime.</p>	<p>2.1 Build donor assets by fostering trust in the Foundation’s ability to add significant value to charitable giving, demonstrated by 40% of existing donor funds receiving contributions.</p>	<p>The Foundation’s strongest market position is to provide exceptional donor experience that makes charitable giving fun, rewarding and meaningful. The types of products and services we offer include giving cards and family philanthropy sessions.</p> <p>High-touch donor service, community knowledge, and tools to plan current and future gifts also remain paramount to the Foundation’s success as a customer-driven enterprise.</p>

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Provide leadership on critical community issues and exercise responsible grant making over unrestricted resources.	<p>3.1 Demonstrate leadership in Kansas City through support of key community projects and active participation in key community issues.</p> <p>3.2 Demonstrate relevance to racially diverse donors evidenced by increased growth in the Hispanic Development Fund and the Black Community Fund.</p>	The Community Foundation will continue to increase the visibility and active presence of staff in the community. In addition, the Foundation has built a strong reputation for providing transactional expertise and fund accounting for key community projects.