

## Work Plan for FM Strategic Plan 2018-2021

<b>Goal 2: Increase <u>identity</u> of FM in the community</b>  <b>Scope-</b> Establish clear and aligned brand identity and image to build FM's reputation, including assessing our current state to plan for the future.				<b>Team: Development Committee</b> <b>Leader: Ginny</b> <b>Staff: Ginny</b>
<b>Objective 1: Develop strategy for FM name and mission recognition</b>				
Action Steps	Owner	Start/Due	Metrics/Deliverables - (color code for status)	Comments
1) Review current materials and approach to determine areas needing improvement. a) Create lists of materials and summarize our current branding approach.	Ginny & Elaine gather info Committee reviews	April to July 1 2018	Review complete.	Complete
2) Identify audiences (internal and external) and partners.	FM directors Committee	April to July 11, 2018	Audiences identified by directors and by committee	Complete
3) Determine if revisions need to be made, such as: Branding, Website/social media, E-marketing, Print, Elevator speech. Identify gaps. Summarize needs.	Committee	July to Oct 2018	Revisions that are needed are identified.	It is determined that Barn is the priority focus. Other recent identity updates for FM as a whole are acceptable for now.
4) Develop a plan for communications and marketing.	Ginny	Q3 and Q4 2020	Written plan complete	Plan for all, with first focus on Barn. Zero in on "meeting unmet needs" in messaging.

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### Objective 2: Identify and secure resources to accomplish plan

Action Steps	Owner	Start/Due	Metrics/Deliverables - (color code for status)	Comments
1) Identify resources available and gaps	Ginny & Elaine, committee	April to May 2019	List complete	Complete
2) Secure additional resources needed	committee	April to December 2019	Resources secured	September 2019 Ginny Hizer new development director brings communication skill to position
3) Create or revise materials as determined by plan	Ginny	Q4 2020 and Q1 2021	Barn materials and general brochure developed	With Brandi – Barn With Elaine - general

### Objective 3: Implement strategy to stakeholders and community

Action Steps	Owner	Start/Due	Metrics/Deliverables - (color code for status)	Comments
1) Educate all stakeholders on consistent message plan. All materials should be guided by the mission focus.	Ginny	Q1- Q2 2021	<ul style="list-style-type: none"> <li>Guide for staff and board introduced and used for training and orientation of both groups.</li> <li>Annual plan for communications to engage and help community to understand FM.</li> </ul>	With help from Elaine and reviewed by committee.