



ASSOCIATION OF GREATER TOLEDO

Strategic Plan

2024-2026

PRIORITY #1



INCREASE CAPACITY

Increase Organizational Capacity through growing revenue streams and hiring additional staff positions.

Initiatives

1. Continue to grow and diversify the Organization's revenues streams
2. Develop Board committees to assist with programming and fund development
3. Hire two program coordinators
4. Move to a larger location space to allow for increased programming

KEY ACTIVITIES

Initiative #1: Continue to grow and diversify the Organization's revenues streams

- Only focusing on fundraising events with an ROI over 1.5.
- Cultivating intentional relationships with donors through a donor stewardship plan, leading to increased major, annual and monthly giving streams.
- Increase applications for grant funding and corporate giving.

Initiative #2: Develop Board committees to assist with programming and fund development

- Recruiting a diverse population of volunteers to serve on Board committees to assist with new parent outreach, school-age programming and outreach, adult matters, and marketing and development.

Initiative #3: Hire two program coordinators

- Increasing programming capacity through the hiring of an early matters coordinator and an adult matters coordinator.

Initiative #4: Move to a larger location space to allow for increased programming

- Move to a larger rental location to allow the organization to host on-site programs and events.
- Ensuring location is more accessible as well as centrally located for our service area.



PRIORITY #2



BRAND RECOGNITION

Increase Brand Recognition of the Organization, becoming a premier non-profit of Northwest Ohio.

Initiatives

1. Identify board members with diverse strengths
2. Improve connections with outlying areas to increase access to programming across the service area
3. Develop a large-scale awareness campaign to celebrate World Down Syndrome Day

KEY ACTIVITIES

Initiative #1: Identify Board Members with Diverse Strengths

- Seek out community members with diverse strengths, particularly those with large circles of influence, and experience with Public Relations or Marketing.

Initiative #2: Improve Connections with Outlying Areas to Coordinate Access to Programming Across the Service Area

- Build connections with community organizations across Northwest Ohio to increase partnership programming options. (i.e. Belnstrumental, Openspot)
- Create a brand marketing campaign targeted to underserved and underrepresented communities.

Initiative #3: Develop a large-scale awareness campaign to celebrate World Down Syndrome Day

- Work with area schools to help with Down syndrome awareness presentations in classrooms
- Contact local media outlets to bring press attention to DSAGT and WDSO
- Host family-fun event to get families together to celebrate
- Contact city officials to light up Downtown



PRIORITY #3



EXPAND PROGRAMS & SERVICES

Continue to expand the Organization's program offerings and services

Initiatives

1. Improve processes and procedures surrounding New Parent and Medical Outreach.
2. Continue to expand programming for teens and young adults.
3. Increase programming for school-age children, including educational offerings.

KEY ACTIVITIES

Initiative #1: Improve processes and procedures surrounding New Parent and Medical Outreach

- Create contacts at each medical facility within the service area that has a labor and delivery department
- Create written procedures for new parent connections
- Improve new parent packets to include up-to-date information and local resources

Initiative #2: Continue to expand programming for teens and young adults

- Increase recreational opportunities for teens and adults
- Increase resources available on DSAGT website to help navigate changes during transition age and adulthood

Initiative #3: Increase programming for school-age children, including educational offerings

- Create playgroup offerings for school-age kids
- Increase educational program offerings with a focus on reading and writing
- Increase collaborations throughout the community to offer more social outings.

