

**FINANCE GOAL: Secure financial resources to meet current and emerging organizational needs**

**Goal Strategy:** Yellow Springs Senior Center will:

- ∞ Ensure that there is a comprehensive giving campaign that includes solicitation and stewardship of donors from a wide spectrum and provides those donors with multiple ways in which to contribute funds
- ∞ Ensure that the funds entrusted by the public for use in meeting the needs of seniors are safeguarded
- ∞ Advocate for annual support from village and township governments by persuading them to include senior services in their budgets
- ∞ Research and pursue the availability of continuing support for overall operations and specific programs from public and private sources, including foundations, and corporate sponsorships
- ∞ Develop and maintain a business recovery plan that can be utilized in the event of a catastrophe or other event that may diminish the business aspects of the Senior Center

**MEMBERSHIP GOAL: Ensure a connected and engaged membership**

**Goal Strategy:** Yellow Springs Senior Center will:

- ∞ Maintain membership among individuals 55 or over in Yellow Springs and Miami Township
- ∞ Maintain a computer database of members and potential members in accordance with privacy laws and procedures
- ∞ Pursue opportunities for members to volunteer in the community

**PROGRAM GOAL: Ensure participation in programs and activities of members and other interested individuals and groups**

**Goal Strategy:** Yellow Springs Senior Center will:

- ∞ Develop programs and activities that assist elders in remaining self-reliant and active in the community
- ∞ Implement a plan for the ongoing professional development of staff members
- ∞ Maintain programs in accordance with Greene County Council on Aging requirements and expectations

**VISIBILITY GOAL: Raise awareness of the important role of the organization in the community**

**Goal Strategy:** Yellow Springs Senior Center will:

- ∞ Develop and implement brand management strategies to increase visibility in Yellow Springs and Miami Township
- ∞ Develop and implement advocacy strategies to raise awareness of the organization among all demographics in the community

**STRUCTURE/INFRASTRUCTURE GOAL: Maintain and maximize the use of the current facility and explore alternatives for meeting the need for additional space**

***Goal Strategy:*** Yellow Springs Senior Center will:

- ∞ Continue with a plan to repair and maintain the structure and infrastructure of the current facility
- ∞ Develop a plan to share space with other entities in the village or township