



Strategic Plan Update
October 2014

Mission Statement

The mission of the Medford Parks Foundation is to establish partnerships to finance and promote the value, use and benefits of Medford parks, recreational facilities and programs

The purpose of the Medford Parks and Recreation Foundation is to enhance the quality of life for all the people of Medford by cooperating with and seek to implement the City of Medford Leisure Services Plan by:

- Raising funds to support park and recreation programs, facilities, and services.
- Promoting the value and benefits of our city parks and recreation programs.
- Providing opportunities for partnerships with other community organizations.
- Supporting park programs that educate our community, especially our youth.

Strategic Goal: *To raise awareness and visibility of the Parks Foundation in order to identify and engage supporters who will form a broad base of members and donors.*

Objective A: Raise awareness of Foundation with general public relations campaign. To establish a brand and positioning which will foster a better environment for fundraising.

Tactics:

- A1: Keep website current with fresh information on a monthly basis.
- A2: Distribute overview brochure at events sponsored by the City.
- A3: Develop a theme and talking points for PSA campaign.
- A4: Produce and distribute video PSA's highlighting Foundation activities.
- A5: Continue with information page within the City's printed guide.

Objective B: Continue to grow Parks Uncorked as awareness and scholarship signature fundraising event.

Tactics:

- B1: Continue with partnership with Medford Rogue Rotary on the event.
- B2: Form a sub-committee to focus on the planning, procurement and coordination.
- B3: Continue with current structure for various elements of the event.
- B4: Set a financial target and continue with annual budget for event.



Objective C: Supporting scholarships as an ongoing Foundation focus for fundraising.

Tactics:

- C1: Set a financial target based on need and projected ability to raise funds to support recreational program scholarships.
- C2: Publicize outcomes/poster child story of how scholarships make a difference.
- C3: Support corporate sponsorship campaign that dedicates 5% to scholarship fund.
- C4: Promote Parks Uncorked event as a scholarship benefit event.



Since 2006, the Foundation has contributed \$120,175 towards program scholarships which has served over 2,400 youth and their families

Objective D: Advocacy for priority projects of the Leisure Services Plan that has been approved by the Foundation.

Tactics:

- D1: Attend community meetings, city council meetings or other business and/or service club presentations where Foundation representation, knowledge and advocacy can help educate or influence opinion of stakeholders.
- D2: Educational presentations made to the Foundation board of directors, talking points shared.
- D3: Participate in presentations, interviews, tours or meetings as needed.



Objective E: Foundation should evolve to be self-sustaining and perpetuating, as well as highly respected within the general community.

Tactics:

- E1: Strive to be self-perpetuating by actively monitoring board members terms, nominating and recruiting new diverse and influential members on a regular basis and providing an orientation to new members.
- E2: Develop a group of volunteers that are willing to assist with program, fundraising and events without having to serve as board members.
- E3: Foundation will grow to become self-sustaining by generating sufficient contributed income through the comprehensive fundraising programs to hire a part-time Executive Director or Development Director with the goal that these positions would grow along with the Foundation.
- E4: Foundation Board to explore alternative fundraising ideas that will support this objective.

Objective F: Foundation will continue to support and seek contributions of real property for future park development in collaboration with the Parks and Recreation Director and City governance structure as appropriate.

Tactics:

- F1: Foundation will assist with due diligence analysis of prospective gifts of real estate as per the Gift Acceptance Policy (environmental assessments, title search, insurance, financial analysis, etc.)
- F2: Foundation will continue to steward gifts of real property until appropriate sale or transfer of owned properties.
- F3: Foundation may research and solicit for targeted properties either for future park development or for liquidation so that proceeds can be used for other goals.



Objective G: Actively campaign for major gifts, corporate support and grants to meet identified capital and programmatic goals.



Board Approval – October 29, 2014

Joe Brett – President

Shayne Joseph – Vice President

Tom Ersepke – Treasurer/Secretary

Dan O'Connor

Carla Paladino

Craig Stone

Anne Root

Megan Young

Matthew Frank

Keegan Denn

Staff Liaison

Brian Sjothun, CPRP

Medford Parks and Recreation Director