



## ESP 2018 STRATEGIC ACTION PLAN

**Committee Reporting:** Resource Development and Management

**Date:** 1/16/2018 **Committee Chair:** Mike Knutz

### Committee Members:

North Central: Cindy Barnett (IN)  
North Central: Catherine Comley Adams (MO)  
North East: Patricia Powley (PA)  
North East: David Ross (MD)  
Southern: Ann Berry (TN)  
Southern: Joanne Cavis (GA)  
Western: Margaret Viebrock (WA)  
Western: Nancy Kershaw (OR)  
Ad Hoc: Doug Beech (KS)  
Ad Hoc: Duane Johnson (OR)

Annual Goals & Action Steps Needed	Resources Required	Oversight & Integration	Timeline/ Measure	Strategic Plan Goal #	Strategic Plan Objective #	Complete
#1 Share work of RDM Committee with membership through publishing articles in the Connection newsletter	ESP Office Support for Connection	RDM Members as assigned	Frequency based on Connection deadlines	#3	#5	
#3 Review ESP Handbook sections related to RDM committee and provide recommendations for revisions.		Regular Review	Complete by February	#3	#2	
#4 Develop budget for approval at 2018 National Meeting		Committee	Complete for review at board July Meeting, approval in August	#3	#6	
#5 Regularly review ESP budget and ensure fiscal integrity. Action steps include: <ul style="list-style-type: none"> <li>● Regular review of monthly fiscal reports</li> <li>● Conduct internal fiscal review (Deliver at mid-year board in March)</li> <li>● Review investment policy</li> </ul>		Regular review - Committee  Fiscal review attended by available committee	Fiscal review – complete for March Board meeting  Investment policy review – complete in May	#3	#6	
#6 Increase financial resources by building the ESP Development Fund		Committee	Campaign – plans in place by June;	#3	#6	

<ul style="list-style-type: none"> <li>● Develop and implement a plan to connect with members not in attendance at national meeting to support the Development Fund Campaign</li> <li>● Plan, organize and implement 2018 annual fund campaign <ul style="list-style-type: none"> <li>○ Focus on donors from the region hosting the annual conference;</li> <li>○ Include messaging to life member/donors about options to give early, especially if Charitable IRA Rollover is passed (Doug). Target personal updates to those donors close to next key level.</li> </ul> </li> </ul>			campaign kickoff with conference registration			
<p>#7 Facilitate stewardship with donors</p> <ul style="list-style-type: none"> <li>● National office thank you upon receipt of donation</li> <li>● Include donor recognition at annual conference in booklet</li> <li>● Include donor recognition in Connection articles</li> <li>● Committee member thank you to donors in state/region (during/campaign wrap up)</li> </ul>		Committee; ESP National Office		#3	#6	