
Mansfield ISD Education Foundation – Strategic Plan

Vision: Every MISD student has the tools and opportunities to succeed.

Mission: We fund innovative classroom ideas and learning opportunities by connecting our schools with community support.

Join us in expanding what's possible for students – together, we invest in their potential beyond the classroom.

Tagline: Investing in Learners, Impacting Tomorrow

Strategic Goals & Objectives

1. Strengthen Fundraising Capacity

Goal: Increase annual fundraising to expand grant, scholarship, and program funding.

Objectives:

- Diversify revenue sources (events, corporate sponsorships, major gifts, planned giving).
- Increase donor retention by 10% annually through stewardship initiatives.
- Continue to develop tiered sponsorship packages for events to maximize corporate engagement.

2. Expand Grantmaking Impact

Goal: Fund more teacher, campus, and district projects that align with district priorities and have measurable student outcomes.

Objectives:

- Increase number and dollar value of grants awarded annually by 20% over three years.
- Implement impact measurement tools (e.g., post-grant surveys, site visits, impact stories).
- Launch a "Spotlight on Success" series to highlight funded projects to the community.

3. Enhance Community Awareness & Engagement

Goal: Increase visibility of the Foundation's mission and accomplishments among parents, alumni, community members, and businesses.

Objectives:

- Develop a comprehensive marketing plan including social media, email campaigns, video storytelling, and event PR.
- Create a “Friends of the Foundation” network for alumni, retirees, and community advocates.
- Increase volunteer engagement by 15% over three years.
- Partner with MISD Communications and local media to feature quarterly or annual “Foundation in Action” stories.

4. Strengthen Board & Volunteer Leadership

Goal: Build a dynamic, engaged board and volunteer base with clear roles and responsibilities.

Objectives:

- Implement annual board training and orientation.
- Establish committee charters with measurable goals and accountability.
- Recruit board members to reflect district diversity and key skill sets (fundraising, marketing, finance, education/grants).
- Create a leadership succession plan for key board and staff roles.

5. Ensure Organizational Excellence

Goal: Operate with transparency, efficiency, and best practices in nonprofit governance.

Objectives:

- Review and update bylaws, policies, and procedures every two years.
- Maintain a balanced budget with at least 6 months of operating reserves.
- Conduct an annual impact report to share outcomes with donors and the community.
- Leverage technology (CRM, grant management software, event platforms) to improve efficiency and donor experience.

Metrics for Success

- Annual fundraising growth percentage
- Number and dollar value of grants awarded
- Donor retention rate
- Community engagement numbers (volunteers, event attendance, social media reach)
- Post-grant impact data