**#1 Strategic Goal - Sustainability**

The Arc of Iowa will have the financial resources to sustain the mission as defined.

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**Objective 1: Launch capacity-building campaign**

Fund Sources

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| **Activities** | **Results** | **Staff/Board Lead/Partners** | **Time Frame** |
| *Social Enterprise (Vending)*  *Form relationships and collaborations with partners for machine placement* | *Produce income that is “non government” and is available to meet multiple organizational needs* | *ED, Board of The Arc of Iowa*  *Goodwill of the Heartland*  *Local Chapters* |  |
| *Monitor ROI on machines – assess profit margin, location and products* | *Create enough revenue to retire debt on each machine in 36 months or less* | ED, Treasurer Arc of Iowa | *Monthly – Quarterly board reports* |
| *Solicit donors, businesses/or other Arc’s to underwrite cost of current and new machines* | *Generate operational income to sustain the mission*  *Place more machines to increase income* |  | *2020 or sooner to retire current debt* |

**Objective 2:** . Grow the Grassroots; Explore Chapter Affiliation Structure and Increase membership levels

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| **Activities** | **Results** | **Staff/Board Lead** | **Time Frame** |
| *Convene a task force to study current affiliation structure using assets and resources from Arc/US, Non Profit Resource Center and other available expertise*  *Research what Arc’s are doing across country – mergers, partnerships and collaboration* | *A structure that equitably addresses issues and results in a proposal to be presented to The Arc of Iowa board for consideration.* | *Representatives of local chapters,*  *Use of a facilitator* | *Set schedule for task force with deadline for proposal no later than January 31, 2019* |
| *Expand the number of members and strengthen their role in building influence for their communities – set goal*  *Create recruitment and retention letters; and send via postal service* | *100 new or lapsed members yearly*  *Well informed advocates who can advance The Arc mission* | *ED/Board/Local Arc staff/volunteers* | *Quarterly – secure information from Arc/US*  *Yearly – Assess results and set new goals*  *Letters started 5/18 – continue through chapters and Arc Iowa* |
| *Build a membership portal on The Arc of Iowa website*  *Train local chapters on process/benefits* | *Local chapters autoload members (new and renewal)*  *Web site visitors can auto subscribe* | *ED/Board/Local Arc staff/volunteers* | *Start 4th quarter-2018* |
| *Define and create targeted appeals to low participating groups (young families, professionals, unserved communities* | *Develop new partnerships in unserved communities*  *Younger families are informed and motivated to be part of The Arc mission* |  | *Marketing plan 2nd quarter 2019* |

**Objective 3:** Increase and Broaden Fundraising

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| **Activities** | **Results** | **Staff/Board Lead** | **Time Frame** |
| *Apply for mission related grants* | Increase revenue to support core services |  | *2018 – minimum of 4 grants submitted per quarter* |
| *Develop and implement a plan to identify donor targets and increase permanent donor base through outreach to individuals and businesses* |  |  |  |
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**Objective 4:** Create a broad base of supporters that generate wealth, wisdom and work

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| **Activities** | **Results** | **Staff/Board Lead** | **Time Frame** |
| *Diversify and strengthen board*  *Extend board’s capacity and skillsets with additional at-large member-* |  |  | *2019 – add self advocates, regional reps, legal, education and funder representation* |
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The Arc of Iowa Strategic Work Plan

**#2 Strategic Goal – Policy Leader**

The Arc of Iowa will be considered a valued and respected resource on policy matters related to citizens with ID/D and their families

in order to promote the mission of The Arc and the rights and opportunities for those served

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**Objective 1: The Arc Iowa will provide leadership, information and resources to consumers, families, policy makers, media and others state wide**

Fund Sources

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| **Activities** | **Results** | **Staff/Board Lead** | **Time Frame** |
| *Leading policy change to move communities forward.* | *Proven Impact on public policy* | ED | *2019 – Define, solicit and underwrite cost of a policy liaison* |
| *Unite chapters and other partners to build relationships and generate opportunities* | *A breadth of quality services and opportunities in all areas of Iowa* |  |  |
| *Monitor & promote participation in local, state and federal policy making* | *Respected and powerful voice for Iowans with disabilities* | *ED, Board members and other subject matter experts within The Arc willing to serve* | *2019 – Develop/Provide resources/education to constituents on how to become active in public policy* |

**Objective 2:** . **Expand, improve and maintain relationships**

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| **Activities** | **Results** | **Staff/Board Lead** | **Time Frame** |
| *Build website that is interactive, contemporaneous and informative* | *Comprehensive website* | *Wild Apricot, ED, volunteer* | *2nd Quarter – 2018*  *Member Portal live by August 15, 2018*  *2 chapter pages added to State site by October 1, 2018* |
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**Objective 3:** . **Establish collaborations, partnerships and consortia to build community and further mission**

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| **Activities** | **Results** | **Staff/Board Lead** | **Time Frame** |
| *Identify current partnerships, collaborations*  *and additional prospects* | *Reduce duplication of tasks enabling new ideas, training and programs to emerge in support of the mission and those served.* |  |  |
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**Objective 4:**

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| **Activities** | **Results** | **Staff/Board Lead** | **Time Frame** |
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The Arc of Iowa Strategic Work Plan

**#3 Strategic Goal – Empowered Constituent Base – Experiencing Inclusion and Community Living**

Citizens with ID/D and their families’ will be part of the community – participating fully where they live, learn work and play.

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**Objective 1:**

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**Objective 2:** .

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**Objective 3:**

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**Objective 4:**

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| **Activities** | Results | Staff/Board Lead | Time Frame |
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The Arc of Iowa Strategic Work Plan

**Strategic Goal -**

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**Objective 1:**

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**Objective 2:** .

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**Objective 3:**

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**Objective 4:**

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| **Activities** | Results | Staff/Board Lead | Time Frame |
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