

March 2012

Program Management Goals

1.1.2 Purchase Volgistics

1.1.3 Volunteer timelines and deadlines

1.3.4 Pet Food Bank locations

1.3.14 Resources online for vets

1.5.1 Clearly define roles and responsibilities of Board of Directors (3/20/12)

1.5.2 Clearly define roles and responsibilities of committees & committee chairs (3/20/12)

1.5.3 Clearly define roles and responsibilities of volunteers – general (3/20/12)

1.5.4 Clearly define roles and responsibilities of programs – spay/neuter, Hope Fund & pet food bank (3/20/12)

Financial Security

2.4.1 Purchase donor database

Organization Development

5.2.2 Public Relations push to complete license plate program

5.3.1 See section 1.6 for first stage (organization of board)

5.2.1 Research completion of No Kill Kentucky license plates (3/15/12)

April 2012

Program Management Goals

- 1.1.1 Volunteer team formed
- 1.1.4 Follow up with all current volunteers
- 1.1.5 Connect with all committees about current needs
- 1.1.6 Training key people on Volgistics
- 1.1.7 Design volunteer orientation/documents for volunteers and key leaders
- 1.1.8 Put all volunteer items on website
- 1.3.8 Pet Food Bank cost analysis
- 1.3.9 Pet retention cost analysis
- 1.3.15 Animal help desk – phone line/staffed by volunteers
- 1.3.16 Barn cat program
- 1.5.5 Put roles of board, committees, volunteers, and programs online once completed & approved

Financial Security

- 2.1.2 Documentation supplied to fundraising team
- 2.2.1 Review existing funding sources and construct a philanthropic gift profile
- 2.2.2 Compare gift profile to similar organizations (size, mission, etc.) for benchmarking
- 2.4.2 Training on donor database
- 2.5.1 Analyze annual appeal & other current fundraising efforts

Outreach & Awareness

- 3.4.5 Organization chart developed

Organization Development

- 5.3.2 Board reviews plan, purpose, fiduciary responsibility, strategic direction to set expectations and board structure/types

May 2012

Program Management Goals

- 1.3.1 Come up with promotion plan for Lost Pets Kentuckiana
- 1.3.2 Connect with all local rescues and shelters to have listings on the site
- 1.3.3 Craigslist and other online outlets
- 1.3.6 Pet Food Bank promotion
- 1.3.7 Pet Food Bank information sheets

Outreach & Awareness

- 3.1.1 Develop public relations plan (includes budget)
- 3.3.2 Demographics for Louisville
- 3.4.1 Develop consistent NKL message
- 3.4.2 Assign duties based on Board of Directors details
- 3.4.3 Media versus one-on-one/person-to-person message
- 3.4.4 Volunteer – do's and don't's (messaging)
- 3.5.1 Develop long term plan for pet retention
- 3.6.1 Redefine image campaign – "pitbull"
- 3.6.2 Redefine image campaign – black dogs and black cats
- 3.6.3 Breed misidentification & issue of shortage of rescue groups taking only certain dogs/cats
- 3.6.4 Redefine image campaign – Addressing the needs of older dogs and cats and those with special needs
- 3.6.5 Redefine image campaign – cat colonies
- 3.7.1 Plan of action for creating a No Kill climate at LMAS
- 3.8.1 Advocacy plan for the No Kill model in Louisville

Organization Development

- 5.3.3 Recruitment of board members – 1 or 2 boards/make-up

June 2012

Program Management Goals

1.1.9 Leadership development for key volunteers

1.3.5 Pet Food Bank sponsor

1.3.10 Pet Food Bank equipment assessment

1.4.1 First step positions (before clinic or shelter opens) – Job descriptions; policies & procedures; funding; salary & benefits; accounting

Financial Security

2.1.1 Create fundraising plan to present to board of directors

2.2.3 Identify new avenues for funding

2.3.1 See transition from volunteer to staffing section

2.3.2 Additional needs following 2.3.1?

Outreach & Awareness

3.1.2 Board votes on plan and budget

3.3.1 Analyze where we currently are well known

3.3.4 PR plan development for outreach for specific areas – programs, information, etc.

Organization Development

5.1.1 Develop procedures, including message consistency – see section 1.6 as well (develop manual)

July 2012

Program Management Goals

1.6.1 Research plan for brick & mortar spay/neuter clinic versus mobile unit for first step (develop hand-in hand with veterinary clinic for low-income)

1.7.1 Decision on tying veterinary clinic with spay/neuter clinic

1.7.2 Research plan for low-income vet clinic with Hope Fund rehabilitation center

1.7.3 Guidelines for income wellness clinic

Financial Security

2.1.3 Voting on plan and implementation

Outreach & Awareness

3.1.3 Implementation of public relations plan

3.5.2 Implementation of No Kill model in Louisville

3.6.6 Testimonials regarding each of the "redefine image campaign" groups

3.6.7 Develop show on cat colonies

3.7.1 Implementation of plan of action for creating No Kill climate at LMAS

3.8.2 Implementation of No Kill model in Louisville

3.8.3 Promote No Kill model standard within the community

Resource Development

4.2.1 Research plan for low-income vet clinic with Hope Fund rehabilitation center

4.3.1 Operate mobile veterinary service - based on research to be completed in regards to spay/neuter clinic vs. mobile

4.4.1 Incorporate spay/neuter into a low income clinic - based on research to be completed in regards to spay/neuter clinic vs. mobile

Organization Development

5.1.2 Set up plan for other areas needing policy and procedure manual development

August 2012

Program Management Goals

1.4.11 Pet Food Bank long term plan

1.4.12 Development PR Campaign to educate public about keeping pet/change image

1.6.2 Board votes on plan to move forward with spay/neuter clinic – lay out new timeline based on vote

Resource Development

4.2.2 Upon completion of research on operating low-income clinic, board will discuss plan for securing funding

4.3.2 Upon completion of research on operating mobile veterinary service, board will discuss plan for securing funding

4.4.2 Upon completion of research on incorporating spay/neuter into a low-income clinic and mobile veterinary service, board will discuss plan for securing funding

Organization Development

5.2.3 Set up guidelines for receiving monies from No Kill Kentucky license plate program

September 2012

Program Management Goals

1.1.9 Discuss long term volunteer goals – in regards to shelter/vet clinic development

January 2013

Financial Security

2.7.3 Pet Food Bank long term plan

February 2013

Financial Security

2.8.2 Fiscal planning committee formed

April 2013

Organization Development

5.2.4 Research long term goals for creating a No Kill Kentucky

June 2013

Financial Security

2.7.2 Reassess capital regarding clinics & shelters

Resource Development

4.5.1 Assign who will research purchase and partnering for transport vehicle in support of moving animals to safety

4.6.1 Assign who will research plan/possibilities for a mobile adoption service

4.7.3 Assign someone to develop retail items for NKL

July 2013

Program Management Goals

1.2.1 Discuss long term foster needs in regard to shelter/vet clinic development

1.4.2 First step positions – hiring

Financial Security

2.6.1 See transition from volunteer to staff

2.8.1 Endowment development plan & staff sections

Resource Development

4.1.1 See transition from volunteer to staff organization (key people hired by this date)

4.7.1 Assign someone to research development of a year round collection program for both NKL's shelter and families in need

4.7.2 Assign someone to research thrift shop

December 2013

Program Management Goals

1.4.3 Second step positions – veterinary & spay neuter clinic

Resource Development

4.1.2 Develop foster program and plan for implementation – including decision on when to begin accepting pets

4.7.1 Develop year round collection program for both NKL's shelter and families in need

4.7.2 Research thrift shop

January 2014

Resource Development

4.5.1 Research purchase and partnering for transport vehicle in support of moving animals to safety

4.6.1 Research mobile adoption service plan/possibility

4.7.3 Develop retail items for NKL

February 2014

Resource Development

4.1.3 Research building facility

March 2014

Resource Development

4.1.4 Develop capital campaign

4.5.2 Funding to be determined based on above research for transport vehicles

4.6.2 Funding to be determined based on above research for mobile adoption service

May 2014

Resource Development

4.1.5 Launch capital campaign

4.5.2 Funding to be determined based on above research for transport vehicles

July 2014

Program Management Goals

1.4.4 Third step positions – No Kill shelter

1.4.5 Develop plan for continuing education and growth of staff for No Kill Louisville's shelter and veterinary and spay/neuter clinic