

The Singing Angels
2008 - 2009 Plan

Strategic Objectives	Measurements	Initiatives
1. Increase enrollment to capacity	TC and PC enrollment would total 300	1. Market directly to younger school aged children music teachers a. Send flyers to public school music teachers 2. Establish strategic relationships with specific target organizations - BBBS - school 3. Trifold marketing piece 4. PR/Marketing - timely media placement
2. Increase fundraising	Obtain one major Sponsor for 3 - 5 year commitment Increase in outside grants over prior fiscal year Increase corporate sponsors Up to date and current alum data base	1. Establish fundraising committee 2. Develop quality sponsorship package to present to target sponsors 3. Develop short list of target sponsors 4. Alumni committee data base completion project 5. Trifold marketing piece for all constituents 6. Improve Donor relations - solicitation letters 7. Follow-up calls to corp. sponsors to schedule concerts, develop relationship 8. Increase targeted grant writing 9. 45th Anniversary Event
3. Upgrade of facilities	Feedback from students parents, other stakeholders	1. Upgrade lighting in lobby and offices 2. Paint lobby and offices as needed 3. Plaques, pictures, memorabilia