



MARK'S MISSION INCORPORATED: Strategic Plan and Development 2023

You can help us support NICU and PICU families within your local community. Mark's Mission offers a lasting legacy that will continue to benefit future generations, by promoting family bonding. Your involvement helps us to develop new initiatives and expedite projects. Your support is vital to our success!

Impact and Milestones

Diversity and Inclusion	<p>Increase awareness and unconscious bias within the NICU and PICU both internally and externally</p> <p>Conduct DE&I surveys to establish a baseline to make improvements.</p> <p>Increase the number of Board Members, Parent Leaders, and Clients that represent underrepresented groups and cultures.</p>
Community Engagement	<p>Increase the visibility of Mark's Mission in the broader maternal and infant health community.</p> <p>Increase community engagement of Mark's Mission through establishing committees and focus groups.</p> <p>Grow program participation by 35%</p>
Advocacy and Policy	<p>Increase awareness of Mark's Mission position on issues related to NICU and PICU families.</p>



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Impact and Milestones

Advocacy and Policy	<p>Increase presence at the local level as a thought leader on issues related to NICU and PICU families.</p> <p>Increase recognition of Mark's Mission in a professional role of peer support.</p>
Financial Performance	<p>Increase diversified funding streams to support program expansion.</p> <p>Increase grant awards year over year to match incremental budget increases.</p> <p>Maintain a minimum of 6 months of revenue in reserve.</p>
Professional Development	<p>Increase the creation and dissemination of professional development content.</p> <p>Increase professional certifications among the Board of Directors and volunteers.</p>



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Critical Success Factors

Barriers

Our Strategies

	Critical Success Factors	Barriers	Our Strategies
Diversity and Inclusion	<ul style="list-style-type: none"> Leadership team should reflect the community we serve Higher awareness of Mark's Mission by community leaders Increase training with engaging with DE&I topics 	<ul style="list-style-type: none"> Lack of trust by underrepresented NICU and PICU parents Lack of awareness and low value proposition Lack of trainings Low representation 	<ul style="list-style-type: none"> Design and conduct DE&I survey to assess the degree of inclusion experienced by Mark's Mission Clients Develop recommendations from DE&I survey Develop a comprehensive I&D strategy Select an unconscious bias training program suitable across Mark's Mission
Community Engagement	<ul style="list-style-type: none"> Greater awareness of Mark's Mission Greater awareness among our clients about our other programs 	<ul style="list-style-type: none"> Existing platform needs to become more user friendly Value of offerings is not clearly communicated Low levels of collaborations or attendance 	<ul style="list-style-type: none"> Understand how our clients, donors, and community members would like to engage with each other and the community Develop a communication strategy plan based on clients, donors, and community member feedback on how they prefer engagement Implement client, donor, and community member appreciation and retention plan
Advocacy and Policy	<ul style="list-style-type: none"> Visibility as experienced leaders in the field to key community leaders 	<ul style="list-style-type: none"> Lack of expertise in advocacy and policy. Inaccurate public perception of Mark's Mission (Mom's group) 	<ul style="list-style-type: none"> Get a read on the relevant policy topics of importance to NICU and PICU (equity, bereavement care, etc). Educate key leaders about the professional role of Mark's Mission



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Critical Success Factors

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Our Strategies

Financial Performance

Experienced Director of Development

Experienced Grant Writer

Lack of budget to hire staff

Time limitations of current Board of Directors

Establishing legitimacy within the community

Identifying eligible and consistent funding resources

Develop a strategic fundraising development plan that supports growth objectives

Enroll in Fund Development courses to help identify reliable funding sources

Identify new grant opportunities and corporate sponsors

Professional Development

Having engaging, thought-provoking speakers deliver relevant content

Identify additional training opportunities for Mark's Mission Leadership team

Lack of compensation for Mark's Mission Leadership team

Lack of recognition of the importance of professional peer support in the NICU and PICU

Time limitations of current Board of Directors

Deliver ongoing programming and resources to clients.

Support the professional development of Mark's Mission leadership team in alignment with core values

Meet with community leaders within the NICU and PICU settings to address the importance of Mark's Mission programs, and the need for additional support.