



MISSOURI 4-H
FOUNDATION

STRATEGIC PLAN

A Vision for 2019-2023

Supporting Positive Youth Development

The Missouri 4-H Foundation is the private resource partner of the University of Missouri Extension 4-H Center for Youth Development.

Our Mission

The Missouri 4-H Foundation maximizes 4-H youth development through resource acquisition and management.



Strategic Guideposts

These strategic guideposts are at the heart of all that we do. They provide the basic foundation and direction that will guide our work over the next five years.

- Expand and Deepen our Donor Base
- Cultivate and Leverage New and Existing Partnerships
- Deliver Excellent Stewardship
- Expand and Prioritize Communications and Marketing

Expand and Deepen our Donor Base

- Identify and engage Missouri 4-H alumni in meaningful ways
- Increase regional engagement opportunities
- Communicate strategically with donors and partners
- Educate donors and partners about opportunities to give

Cultivate and Leverage New and Existing Partnerships

- Enhance engagement opportunities through strategic partnerships with 4-H affinity groups
- Build relationships with county faculty, staff and volunteers
- Partner with National 4-H Council to connect with alumni
- Identify strategic partnership alignments for new growth opportunities

Deliver Excellent Stewardship

- Inspire donor loyalty through intentional communication
- Ensure fundraising initiatives support 4-H greatest needs
- Provide sound fiscal management

Expand and Prioritize Communications and Marketing

- Promote the Missouri 4-H Foundation brand
- Develop and invest in a comprehensive marketing and communications plan
- Enhance our online presence