

**Board Strategic Direction**

**Critical Question: How do we increase the number of Foundation Fellows?**

**Board Direction: Increase education opportunities by making SCBF more visible**

**Growth Goal 10%**

**Volunteers: Shannon Dacus, Amy Ames, Laura Jackson, Ruth Yeager**

<b><u>Actions</u></b>	<b><u>Success Measures</u></b> How will you know you have been successful	<b><u>Time Frame</u></b>	<b><u>Person/s Responsible</u></b>
<p><b>What's in it for Me?</b></p> <p>1. Ribbons on name tags</p> <p>2. Invited to Fellows only events</p> <p>3. Add Fellows to website profile</p> <p>4. Include a newsletter article 'We Salute' fellows once a year</p> <p>5. Report on how funds were used in newsletter</p> <p>6. Dinner, happy hour, BBQ Bring a Friend – no cost- Intro new Fellows</p> <p>7. Foundation pays for CLE as incentive.</p> <p>8. Young lawyers discount (newly licensed)</p> <p>9. Plaques at top levels</p> <p>10. Courthouse Plaque</p>	<p>1. 100 Ribbons ordered and attached to name tags</p> <p>2. April 2016</p> <p>3.</p> <p>4.</p> <p>5.</p> <p>6.</p> <p>7. Passed June 2016</p> <p>8.</p> <p>9. McNally &amp; Patterson</p> <p>10.</p>	<p>1. April 2016</p> <p>Annual Event</p> <p>Promotion to potential members?</p> <p>April 2016</p>	<p>1. Staff</p> <p>2. Volunteers</p> <p>9. Staff</p>
<p><b>Messaging</b></p> <p>1. Get info out at every event – Testimonials</p> <p>2. Promote at Assn CLE meetings</p> <p>3. Create an invitation process with special printed invitations, invite those who have practiced more than 5 years, establish criteria for Fellows</p>	<p>1.</p> <p>2.</p> <p>3.</p>		

<p><b>Events</b></p> <p>1. Budget for expenses and goals for income</p> <p>2. Establish Budget line items for events</p> <p>3. Business sponsors are Partners</p> <p>4. Potential sponsors – Law Firms, legal community vendors</p> <p>5 Set Growth Goals including # of sponsors and \$\$ amount increase in funds raised</p> <p>Current events affected by decisions Law Day, Constitution Day, Volunteer Attorney Lunch</p> <p>New Events Fellows Reception Civics Program</p>	<p>1. Annual Budget</p> <p>2. Annual Budget</p> <p>3.</p> <p>4.</p> <p>5.</p> <p>1. April 2016</p> <p>2.</p>	<p>1. June 2016</p> <p>2. June 2016</p> <p>1. Plans for 2017 event</p>	<p>Committee, Board and Staff</p> <p>Committee, Board and Staff</p> <p>Committee and Staff</p>
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