



# FOUNDATION FOR FRATERNAL EXCELLENCE STRATEGIC PLAN

The Foundation for Fraternal Excellence's mission is to advance the fraternal movement by enhancing the skills and knowledge of associated professionals and volunteers. After successfully completing FFE's first-ever strategic plan – guiding our way from 2018-2022 – we are proud to present our 2022-2025 strategic plan with focus and attention to the following three priorities: Culture of Care, Connection and Research.

## CULTURE OF CARE

By 2025, we will *exemplify a thriving professional and volunteer community*, well equipped with best in class, relevant resources, that are put into action to achieve significant results and next level growth for our member organizations.

- Educate and develop *professionals* for fraternal foundations
- Educate and develop *volunteers* for fraternal foundations
- Recruit and retain leaders of FFE
- Generate revenue, via membership dues, Alliance Partner sponsorships and program registration fees to cover expenses that support a relevant and meaningful Culture of Care

## CONNECTION

By 2025, we will be a *central resource to facilitate connections and collaborations across the entire fraternal industry* in order to incubate initiatives and build capacity for member organizations while also funding the mission of FFE.

- Strengthen engagement and relevance through inclusion
- Proactively show up in industry communities to build awareness, share expertise and leverage collective resources
- Generate revenue via fee for service model to cover the expenses that support connection

## RESEARCH

By 2025, we will be the *leader in championing, funding and facilitating research to advance fraternal excellence* and enhance the ability of the industry to share the value and positive impact of all fraternity/sorority member experiences.

- Advance a balanced research agenda to advocate for both the fraternity/sorority member experiences
- Facilitate research to enhance fundraising case making
- Generate revenue via administrative fees to cover the expenses that support research initiatives

2022-2025 Strategic Plan Overview

## ENGAGE WITH OUR STRATEGIC PLAN

- Schedule a meeting for FFE Executive Director Ashley VanDewark ([ashley.vandewark@foundationfe.org](mailto:ashley.vandewark@foundationfe.org)) to present engagement opportunities to your board.
- Scan the QR code to tell us about your interest in getting involved with the Women's Research Fund.
- Be on the lookout for surveys to help inform future programs.





# STAY CONNECTED WITH FFE

The Foundation for Fraternal Excellence has a variety of educational programs and engagement opportunities with something to fit everyone in your organization. From entry-level staff to executives, board members, trustees and more, we hope to see you again participating in a future program!

## SEMINAR: SAVE THE DATE FOR NEXT YEAR

*JOIN US AUGUST 27-30, 2023*

Seminar is the flagship program of the Foundation for Fraternal Excellence and is the largest of its kind dedicated to education and professional development for fraternal foundation staff and volunteers.

# Seminar



## SUMMIT: NEXT PROGRAM ON DECK

*JOIN US JANUARY 16-19, 2023*

Summit is the foremost opportunity for foundation executives, FFE Board Members and FFE Alliance Partners to spend dedicated time among peers in a think-tank-style atmosphere.

# Summit



## ADVANCE

*TO BE HELD HELD VIRTUALLY IN EARLY 2023*

Advance is a unique opportunity for fraternal fundraisers to learn, connect and reflect on their work and goals through sessions rooted in sharing, small group discussion and networking connections within the industry.

# Advance



## COFFEE CHATS

Start the day by chatting with your Foundation for Fraternal Excellence friends. The objective of these Coffee Chats is simply to give representatives from member foundations a connection to the community to help them stay focused. Pick the peer group you most identify with and join us for these monthly discussions!

### 2022-2023 SCHEDULE

**Monthly:** Executives; **Sept., Jan., May:** Rotating Topical Discussions; **Oct., Feb., June:** Annual Fund/Communications; **Nov., Mar., July:** Major Gifts Officers; **Dec., Apr., Aug.:** Volunteer Leaders/Trustees

## JOIN THE FFE FACEBOOK GROUP

This group is used to communicate ideas, thoughts and issues directly related to fraternal foundation colleagues and peers. All FFE member staff, volunteers, trustees and Alliance Partners are welcome to join.



## KNOWLEDGE CENTER

The FFE Knowledge Center provides members with resources, tools and information related to our programs and services. Resources include post-event handouts from Seminar, Summit and Advance and are added as they become available after programs.

## FRATERNAL FOUNDATION INDUSTRY SURVEYS

FFE prioritizes gathering and sharing information about how fraternal foundations are performing in the areas of fundraising and management. The Industry Survey is conducted annually, the Compensation and Benefits Survey is conducted every other year.