

## **2024 Leadership Burbank Strategic Planning**

### **Taking Leadership Burbank to the next level.**

#### **One-to-Three-year plan:**

Summary: Leadership Burbank is facing a transition in its upcoming July 2024 to June 2025 fiscal year. Sue Georgino and Mary Alvord, our facilitators, are transitioning and will not be returning to facilitate the nine-month leadership program beginning in August of 2024. In addition, Leadership Burbank has been in the process of updating/upgrading its operational systems including fundraising, digital marketing assets, and donor tracking database.

This small but highly important charity is poised for growth. The Board of Directors has been conducting strategic planning meetings over the last few months and we seek support and advice for the following plan:

#### **Year One Beginning July 2024. Three goals:**

1. Hire an Executive Director position to lead the organization and become the face of Leadership Burbank in the community. This position will offset the day-to-day operational responsibilities of our volunteer Board members and allow the charity to be successful in implementing this three-year plan.
  - a. We intend to hire this position as an independent contractor in its first year, and, if successful, we hope to hire the position as a full-time salaried employee in year 2.
  - b. Estimated salary for this position and the size of our charity is roughly \$70,000 to \$80,000 per year.
  - c. As a small charity, we can offer a small medical and hybrid work stipend.
  - d. The Burbank Chamber of Commerce offered to donate an office space for the position to work from, if needed.
  - e. Current costs for the facilitation team and part-time employee can be redistributed through the new position. (roughly \$42,000)
2. In March of 2024, launch a three-year fundraising campaign with a goal to raise a minimum of \$100,000 per year to offset any additional costs for the charity and to provide the position and Board time to stabilize the growth and move forward. (Current annual budget is \$80,000 this growth would take us to \$160,000)
  - a. Campaign to get annual commitment over three years:
    - i. 10 donors at \$1,000 for 3 years (\$10,000 total)
    - ii. 10 donors at \$5,000 for 3 years (\$50,000 total)
    - iii. 4 donors at \$10,000 for three years (\$40,000 total)
    - iv. 1 Lead Donor who gives \$20,000 for three years (\$60,000 total)

- v. We can add benefits and host small private dinners with these donors to update on progress and thank them in gratitude. We can also offer naming benefits if needed.
3. Manage the transition of a new facilitation team to Leadership Burbank's 9-month program.
  - a. The Board's long term planning team has been reviewing other trends in the industry (benchmark with other leadership programs to enhance and grow the program)
  - b. We do not believe the program needs drastic changes; however, we do want to look at how we can bring in other topics relative to leadership in Burbank.

### **Year Two Beginning July 2025. Three goals:**

1. Revise and adjust any of the first year's goals and stabilize the transition of the new employee and facilitation team.
2. Increase other fundraising strategies new and current to build capital
3. Research/Plan out additional services to the Burbank Community:
  - a. Engage the Alumni – survey and discover needs – what has LB done for them?
  - b. Master Class – one time Master Classes with local and regional experts
  - c. Possible partnership with the City and their RISE program

### **Year Three Beginning July 2026. Three goals:**

1. Revise and adjust any of the second year's goals and plan for growth
2. Maintain and increase other fundraising strategies new and current to build capital
3. Implement additional services to the Burbank Community based on research and plan:
  - a. Engage the Alumni
  - b. Master Class – one time Master Classes with local and regional experts
  - c. Possible partnership with the City and their RISE program

### **Marketing materials suggested:**

- Alumni - "where are they now" profile of graduates
- Develop language to highlight how beneficial it is for leadership training for local businesses and corporations not only for their employees, but also relationships with the city of Burbank. i.e. boards, commissions, and city council
- Grow the future leaders in Burbank

Contact [chair@leadershipburbank.org](mailto:chair@leadershipburbank.org) with any additional thoughts, ideas, or investments.

[www.LeadershipBurbank.org](http://www.LeadershipBurbank.org)



The mission of Leadership Burbank is to identify, educate, and motivate current and emerging leaders in Burbank to develop ideas and solutions that make Burbank a strong, sustainable, and vibrant community. As a 501(c)(3) nonprofit organization, all donations are tax-deductible to the fullest extent of the law (Tax ID# 91-2168014).