

Plymouth Area Renewable Energy Initiative Strategic Plan and Major Benchmarks



GOAL AREAS	2020–2021	2023	2025
<p>Conduct programmatic and internal assessments to improve effectiveness, efficiency and relevancy</p>	<ul style="list-style-type: none"> • Create a plan and tools to regularly assess our major program areas; focus on participation, equity, accessibility, demographics, strengths/weaknesses and program effectiveness • Conduct survey of <i>Local Foods Plymouth</i> past and current buyers with ultimate goal of sustaining the 350% growth in sales seen during the pandemic • Identify at least three internal systems that would benefit from evaluation 	<ul style="list-style-type: none"> • Conduct Survey of 100 PAREI members who received solar and energy services • Conduct survey of regular donors to seek input on the effectiveness of PAREI's fundraising materials and opportunities. What drives their desire to donate to PAREI? What more do they want to know about PAREI's operations and programming? 	<ul style="list-style-type: none"> • Review assessment plan for compliance • Complete the last of the three internal system evaluations and make changes where necessary
<p>Advance development program to improve organizational longevity</p>	<ul style="list-style-type: none"> • Develop major gift program • Complete more staff and board training • Recruit new board member with development experience and increase board and volunteer participation in cultivating large donors • Identify, research and reach out to 100 potential \$500+ donors 	<ul style="list-style-type: none"> • Hire full time development director • Reach 40+ donors in top tier level—donation of \$500+ each 	<ul style="list-style-type: none"> • Raise \$750,000 for Endowment Fund with goal of growing the fund and applying \$20,000 annually to operating budget
<p>Improve member engagement to sustain and increase activity and membership levels</p>	<ul style="list-style-type: none"> • Formalize and better market existing and new membership benefits • Develop new community partners and partnership avenues such as Renewable Energy Working Group with <i>NH Electric Cooperative</i> • Launch new program—Little Gardens Everywhere—creating neighborhood gardening collaborations for a more abundant and diverse local food supply 	<ul style="list-style-type: none"> • Increase hands-on programming • Diversify volunteer opportunities • Develop programming and messaging geared to attract more participation among the younger generations 	<ul style="list-style-type: none"> • Grow 2019 PAREI and LFP membership renewal levels by 140% • Grow PAREI members use of NHEC's Renewable Choice Program by 50% • Sustain 30 annual members in NH Solar Shares

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<p>Create a cohesive and efficient public interface and virtual presence organization-wide</p>	<ul style="list-style-type: none"> • Assess the effectiveness of integrating our websites and outreach tools across program areas including social media, fundraising letters, annual report, e-newsletters and membership types and levels • Hire a media and marketing consultant to assist with assessment and implementation • Explore re-organizing PAREI's programming. Consider a full re-launch with a new look to update and build visibility. Help the public better understand how our varied programming supports our mission and community's resiliency 	<ul style="list-style-type: none"> • Roll-out re-launch or organizational re-structuring plan if deemed needed and efficient 	<ul style="list-style-type: none"> • Assess effectiveness of the three-year marketing and re-organizing plan
<p>Maximize the capabilities of our new technical platforms such as Little Green Light-Donor and Membership CRM</p>	<ul style="list-style-type: none"> • Set up on-line ability to purchase new and renewing memberships via PAREI website that automatically downloads data into the membership database • Use automated e-mail reminders for membership renewal notices prior to renewal mailings for both LFP and PAREI • Use existing functions to input and sort doner research 	<ul style="list-style-type: none"> • Create automated regular on-line small donor fundraising campaign • Provide automated residual options for donations and memberships 	
<p>Sustain, change and/or grow our core programs and professional services</p>	<ul style="list-style-type: none"> • Make changes or additions to programs and services, based on programmatic assessment outcomes • Build 3rd NH Solar Shares array bringing solar energy bill credits to ten more income eligible families • Update NH Saves Button-Up Home Energy Savings Workshop's content and marketing materials in partnership with utilities • Develop an educational manual for solar PV homeowners 	<ul style="list-style-type: none"> • Review website and printed materials to assure program and service descriptions are updated 	
<p>Improve employee retention, professional growth and transitions.</p>	<ul style="list-style-type: none"> • Offer 401k employer match up to \$1000 annually • Prioritize more professional growth and training opportunities for staff • Create detailed job descriptions to improve redundancy and transferability 	<ul style="list-style-type: none"> • Increase salaries based on market equivalents • Increase hours or combine part-time positions into more full-time positions • Conduct more cross training 	<ul style="list-style-type: none"> • Offer health insurance package for employees