



The F.I.N.D. Design 2022-2023 Strategic Plan

September 13, 2022 Adopted October
21, 2022

Our Mission is to...

To mitigate the effects of systemic and personal trauma on Black girls, and other girls of color ages 11-17, by providing safe spaces for healing, long-term mentorships, and programming that transform their mental health and overall well-being.

Our Vision is...

For all girls to be heard, seen, valued, and supported.

Our Motto is...

Empower, Elevate, and Educate
Now that's F.L.Y.

In 5-years F.I.N.D. makes headlines...

“Very First Metaverse School For Girls”

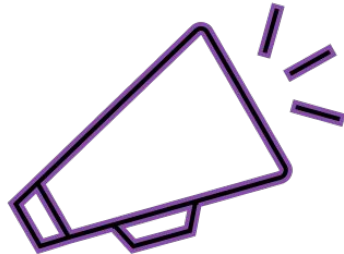
“The F.I.N.D. Design Reach over 1 million girls”

“Black Girl Joy Incubator”

“The F.I.N.D Design creates a bridge program to attend Spelman at no cost”

“F.I.N.D. continues as Middle TN non-profit organization for black girls”

“City of Nashville proclaims Black Girl Equity Month”



Focus Areas



Branding, Marketing & Communication

Position the organization to be recognized as the premier service for black girls and girls of color.



Justice & Liberation

Center voices of black girls and girls of color. Raise intersectional awareness and take actionable steps with girls and constituents around the injustices and experiences of girls of color historically, and presently at the micro, mezzo and macro levels.

Programming, Delivery & Measurement

Enhance and develop programs that are mission driven.
Develop KPIs to ensure the right data is collected and metrics align with F.I.N.D. goals.



Operation & Sustainability

Create the legacy of overcoming continuous disparities in our communities through strategic programming and fiduciary competence.



Board Leadership & Financial Development

Ensure the the Board is empowered to lead the organization to its full potential while cultivating and maintaining diverse funding streams.

Timeline At-A-Glance

October 2022 -
December
2022
Year-end goals

- **Establish Brand, Marketing & Communications**
 - Brand guidelines, branding guide (logos, colors, imagery)
 - Establish the F.I.N.D. narrative
 - Communications 2023 plan (media plan, social media, public relations)
- **Board Leadership & Financial Development**
 - Timely board meetings to align on goals, share financial updates and 2023 financial planning
 - Establish a strong fundraising strategy
 - Set goals for building the board, recruiting in 2023
- **Measurement & Data**
 - Develop KPIs to ensure the right data is collected and metrics align with F.I.N.D. goals.

January
2023
-December
2023
Annual goals

- **Board Leadership & Financial Development**
 - Begin board recruiting/engagement strategy (1 new board member per quarter)
 - Diversify funds - generate revenue beyond grants
- **Operation & Sustainability**
 - Implement strategic programming, data collection & fiduciary competence
- **Marketing & Communications**
 - Launch media, social media and PR plans (establish monthly calendars)
- **Justice & Liberation**
 - Workshop to explore racism, intersectionality, womanism
- **Measurement & Data**
 - Collect and share monthly/quarterly KPIs to stay on track with F.I.N.D. goals

January 2024
-September 2026
Long-term goals

- **Board Leadership & Financial Development**
 - Increase annual donations by pre-determined %
 - Establish board members serving set number years
- **Justice & Liberation**
 - Raise intersectional awareness and take actionable steps to become the leading TN organization for centering the voices of black girls and girls of color

Year-End Goals (September 2022- December 2022)

- ▶ **Establish Brand, Marketing & Communications**
 - ▶ Brand guidelines, branding guide (logos, colors, imagery)
 - ▶ Establish the F.I.N.D. narrative
 - ▶ Communications 2023 plan (media plan, social media, public relations)
- ▶ **Board Leadership & Financial Development**
 - ▶ Timely board meetings to align on goals, share financial updates and 2023 financial planning
 - ▶ Establish a strong fundraising strategy
 - ▶ Set goals for building the board, recruiting in 2023
- ▶ **Measurement & Data**
 - ▶ Develop what F.I.N.D. would like to measure/what is measurable, to ensure the right data is collected and metrics align with F.I.N.D. goals.

Annual Goals (January 2023 - December 2023)

- ▶ **Board Leadership & Financial Development**
 - ▶ Begin board recruiting/engagement strategy (1 new board member per quarter)
 - ▶ Diversify funds - generate revenue beyond grants
- ▶ **Operation & Sustainability**
 - ▶ Implement strategic programming, data collection & fiduciary competence
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 - ▶ Collect and share monthly/quarterly KPIs to stay on track with F.I.N.D. goals

Long-Term Goals (January 2024 -September 2026)

- ▶ **Board Leadership & Financial Development**
 - ▶ Increase annual donations by pre-determined %
 - ▶ Establish board members serving set number of years
- ▶ **Justice & Liberation**
 - ▶ Raise intersectional awareness and take actionable steps to become the leading TN organization for centering the voices of black girls and girls of color