

**ReStore 3-Year Plan: 2016-2019**

Who = responsible committee(s): Building & Site Selection (BSS), Community Relations (CR), Executive Director (ED), Fund Development (FD), Homeowner Selection (HS), Homeowner Partnership (HP), MTU Chapter (MTU), Nominating Committee (NC), Personnel Committee (PC), ReStore Oversight (RO), Board President (BP), plus named individuals.

<b>Fiscal Year 2016-17</b>	<b>STRATEGY AREA</b>	<b>GOAL</b>	<b>WHO</b>	<b>MEET BY</b>	
	Marketing Plan to Increase Donations/Sales	1. Solicit donations, network with churches, schools and universities and schedule at least 4 presentations by executive director and/or store manager at service clubs in the 3-county area.	RO, ED, CR	6/17	
		2. Utilize ReStore Association recommendations to improve mission wall.	RO	8/16	
		3. Improve and update the website and ask more consistently for donations.	RO Michele Miller	9/16	
		4. Utilize the ReStore truck for Public Relations including two local parades.	RO	9/16	
		5. Investigate the use of credit cards.	RO	10/16	
		6. Establish senior discount day schedule.	RO	10/16	
		7. Fiscal year income goal of \$25,000.	RO	6/17	
	Staffing and Facility Plan	1. Continue investigating re-locating the ReStore to Houghton area. Start financial feasibility study.	RO	9/16	
		2. Network with agencies, churches, schools, and universities for volunteers via at least 6 contacts.	RO, ED, CR	9/16	
		3. Utilize social media for all of these tasks, including use of the website.	RO Michele Miller	6/17	
		4. Update MSDS sheets as needed and post them.	RO	12/16	
		5. Instruct volunteers on work to be performed and verify customer orientation.	ReStore Manager	6/17	
		6. Supervise primary part-time employee.	ReStore Manager	6/17	
		7. Continue to maintain the parsonage.	ReStore Manager	6/17	
		8. Review and update employee handbook.	PC	1/17	
	Define, Build and Maintain Relationships Among Board, Committees, and Habitat Staff	1. Continue to increase advertising through the use of stand-by ads, by working with the CR Committee, and utilizing Thanks for Sharing radio ads.	RO, ED, CR	6/17	
		2. Hold a "Board Day" for Board members to volunteer as a group as the ReStore to increase Board awareness and involvement.	RO	6/17	
		3. Hold 1 Board meeting at the ReStore.	RO, BP	6/17	
		4. Board will approve ReStore Manager's contract.	PC	7/16	
	<b>Fiscal Year 2017-18</b>	<b>STRATEGY AREA</b>	<b>GOAL</b>	<b>WHO</b>	<b>MEET BY</b>
		Marketing Plan to Increase Donations/Sales	1. Solicit donations, network with churches, schools and universities and schedule at least 4 presentations by executive director and/or store manager at service clubs in the 3-county area.	RO, ED, CR	6/18
2. Utilize ReStore Association recommendations to improve marketing and signage in the store.			RO	8/17	

		3. Continue to improve and update the website and ask more consistently for donations.	RO Michele Miller	9/17
		4. Utilize the ReStore truck for public relations, including two local parades.	RO	9/17
		5. Fiscal year income goal of \$26,000.	RO	6/18
	Staffing and Facility Plan	1. Finalize investigation for re-locating the ReStore to a more central location including the corresponding financial arrangements.	RO	6/17
		2. Investigate the need for additional staffing due to the new location. Report to Board .	RO	12/17
		3. Recoat the parking lot.	RO	8/17
		4. Network with agencies, churches, schools, and universities for volunteers via at least 6 contacts.	RO, ED, CR	6/18
		5. Utilize social media for all of these tasks, including use of the website.	RO Michele Miller	6/18
	Define, Build and Maintain Relationships Among Board, Committees, and Habitat Staff	1. Hold a “board day” for board members to volunteer as a group at the ReStore to increase board awareness and involvement.	RO	6/18
		2. Hold 1 board meeting at the ReStore.	RO, BP	6/18
<b>Fiscal Year 2018-19</b>	<b>STRATEGY AREA</b>	<b>GOAL</b>	<b>WHO</b>	<b>MEET BY</b>
	Marketing Plan to Increase Donations/Sales	1. Solicit donations, network with churches, schools and universities and schedule at least 4 presentations by executive director and/or store manager at service clubs in the 3-county area.	RO, ED, CR	6/19
		2. Utilize ReStore Association recommendations to increase donations by 2%.	RO	8/18
		3. Utilize the ReStore truck for public relations, including two local parades.	RO	9/18
		4. Fiscal year income goal of \$27,000.	RO	6/19
	Staffing and Facility Plan	1. Implement the re-locating of the ReStore to a more central location including the corresponding financial arrangements.	RO	6/19
		2. Network with agencies, churches, schools, and universities for volunteers.	RO, ED, CR	6/19
		3. Utilize social media for all of these tasks, including use of the website.	RO Michele Miller	6/19
	Define, Build and Maintain Relationships Among Board, Committees, and Habitat Staff	1. Review job descriptions and policies.	RO	6/19
		2. Hold 1 board meeting at the ReStore.	RO BP	6/19

- The social media updates are implemented by the CR Committee (facebook page) and Michele Miller (web site), but updates need to be sent by the RO Committee.

### 3-Year Strategic Plan

Approved By Board 6/16/16

### New Construction, Rehabilitation, “A Brush With Kindness”, and Critical Repairs

Who = responsible committee(s): Building & Site Selection (BSS), Community Relations (CR), Executive Director (ED), Fund Development

(FD), Homeowner Selection (HS), Homeowner Partnership (HP), MTU Chapter (MTU), Nominating Committee (NC), Personnel Committee (PC), ReStore Oversight (RO), Board President (BP), plus named individuals.

Fiscal Year	New Construction Houses and Rehabs				Critical Repair Projects and/or A Brush With Kindness			Homeowners Served
<b>2016-17</b>	<b>Goals</b>	<b>Who</b>	<b>Met</b>	<b>Goals</b>	<b>Who</b>	<b>Met</b>	<b>Goal</b>	<b>Actual</b>
	Complete 1 home - new construction or rehab - site to be determined.	BSS		Three total projects in three county area	BSS		4	
	Lot Acquisition – evaluate 1 lot for future new construction or house suitable for rehab by 6-30-17.	BSS						
	Receive at least 5 applications for homeownership.	HS		Receive at least 12 applications.	HS			
	Post weekly updates for all construction projects on Website, FaceBook during months when volunteers are needed.	BSS (Ron) CR (Mark)		Post weekly updates for all construction projects on Website, FaceBook during months when volunteers are needed.	BSS (Ron) CR (Mark)			
<b>2017-18</b>	<b>Goals</b>	<b>Who</b>	<b>Met</b>	<b>Goals</b>	<b>Who</b>	<b>Met</b>	<b>Goal</b>	<b>Actual</b>
	Complete 1 home - new construction or rehab - site to be determined.	BSS		Four total projects in three county area.	BSS		5	
	Lot Acquisition – evaluate 1 lot for future new construction or house suitable for rehab by 6-30-18.	BSS						
	Receive a minimum of 5 applications.	HS		Receive a minimum of 12 applications.	HS			
	Post weekly updates for all construction projects on Website, FaceBook, during months when volunteers are needed.	BSS (Ron) CR (Mark)		Post weekly updates on Website, FaceBook, during months when volunteers are needed	BSS (Ron) CR (Mark)			
	Increase Volunteer Base by 50%.	CR ED		Increase Volunteer Base by 50%.	CR ED			

Who = responsible committee(s): Building & Site Selection (BSS), Community Relations (CR), Executive Director (ED), Fund Development (FD), Homeowner Selection (HS), Homeowner Partnership (HP), MTU Chapter (MTU), Nominating Committee (NC), Personnel Committee (PC), ReStore Oversight (RO), Board President (BP), plus named individuals.

Fiscal Year	New Construction Houses and Rehabs			Critical Repair Projects and/or A Brush With Kindness			Homeowners Served	
2018-19	Goals	Who	Met	Goals	Who	Met	Goal	Actual
	Complete 1 home - new construction or rehab - site to be determined.	BSS		Five total projects in three county area.	BSS		6	
	Lot Acquisition – evaluate 2 lots for future new construction, one north of bridge, one south of bridge, by 6-30-19.	BSS						
	Receive a minimum of 6 applications.	HS		Receive a minimum of 14 applications.	HS			
	Post weekly updates for all construction projects on Website, FaceBook, during months when volunteers are needed.	BSS (Ron) CR (Mark)		Post weekly updates on Website, FaceBook, during months when volunteers are needed	BSS (Ron) CR (Mark)			
	Increase Volunteer Base by 50%.	CR ED		Increase Volunteer Base by 50%.	CR ED			

- The HS goals are kept here since they do not have a strategic plan of their own. That committee will receive a copy of the BSS strategic plan and is expected to work toward assigned goals.
- The social media updates are implemented by the CR Committee, but updates need to be sent by the BSS Committee.

Approved by board 6/16/16

**Community Relations Committee 3-Year Plan: 2016-2019**

Who = responsible committee(s): Building & Site Selection (BSS), Community Relations (CR), Executive Director (ED), Fund Development (FD), Homeowner Selection (HS), Homeowner Partnership (HP), MTU Chapter (MTU), Nominating Committee (NC), Personnel Committee (PC), ReStore Oversight (RO), Board President (BP), plus named individuals.

<b>Fiscal Year</b>	<b>OUTREACH AREA</b>	<b>GOAL</b>	<b>WHO</b>	<b>MEET BY</b>	
<b>2016-17</b>	Church/Community Relations	1. Develop a contact list for area churches with a minimum of ten churches and specified contact persons at each location.	ED (Steve)	6/17	
		2. Develop list of ways churches can help CCHFH (fundraisers, work crews etc.)	CR	10/16	
		3. Build a packet of information to be used for community contacts and traveling display (churches etc.).	ED, Joseph, CR Chair (Nancy)	6/17	
		4. Inform churches nearby building sites or Critical Repair projects and invite them to participate.	CR	6/17	
		5. Three community presentations by ED (covering all facets of CCHFH).	ED	6/17	
		6. Identify MTU HFH advisor and get covenant signed.	BP (Jill)	9/16	
	Local Media	1. Update local media list to provide for ED.	CR (Rene)	7/16	
		2. Two press releases picked up by local media (Fall, Spring)	ED with BP approval	6/17	
	Newsletter	1. Two newsletters/year, May and November.	CR (Dar)	11/16 & 5/17	
		2. Investigate options for the most cost effective printing.	CR (Dar)	9/16	
	Social Media	1. Establish facebook page for CCHFH	CR (Mark)	4/16	
		2. Reach 500 likes on facebook page.	Full board & committees	6/17	
		3. Post building work schedule to facebook page (weekly).	CR (Mark)	ongoing	
		4. Add an additional administrator to the ReStore facebook page.	Michele Miller	7/16	
	Web site	1. Establish Paypal option for donor to web site.	Michele Miller	7/16	
		2. Semi-annual updates to web site consisting of photos, stories and announcements received from ReStore and Board/Committee news.	CR (Dar), Joseph	6/17	
	<b>Fiscal Year</b>	<b>OUTREACH AREA</b>	<b>GOAL</b>	<b>WHO</b>	<b>MEET BY</b>
	<b>2017-18</b>	Church/Community Relations	1. Add five churches to church contact list.	ED (Steve)	6/18

		2. Update packet accordingly.	ED, Joseph, CR Chair (Nancy)	6/18
		3. Three community presentations by ED (covering all facets of CCHF).	ED	6/18
		4. Add two church members to Community Relations Committee	CR	11/18
		5. Build relationships with three community agencies (i.e. Little Brothers, VRW, Legion...)	CR, ED	6/18
	Local Media	1. Create media packet (similar to community relations packet).	ED, Joseph, CR Chair (Nancy)	6/18
		2. Update local media list to provide for ED.	CR (Rene)	7/17
		3. Two press releases picked up by local media (Fall, Spring)	ED with BP approval	6/18
	Newsletter	1. Continue with 2 newsletters/year.	CR (Dar)	11/17 & 5/18
		2. Administer option of paperless delivery.	CR (Dar)	7/17
	Social Media	1. Post building work schedule to facebook page (weekly).	CR (Mark)	ongoing
		2. Establish Instagram account.	MTU	10/17
	Web site	1. Semi-annual updates to web site consisting of photos, stories and announcements received from ReStore and Board/Committee news.	CR (Dar), Joseph	6/17
<b>Fiscal Year 2018-19</b>	<b>OUTREACH AREA</b>	<b>GOAL</b>	<b>WHO</b>	<b>MEET BY</b>
	Church/Community Relations	1. Add five churches to church contact list.	ED (Steve)	6/19
		2. Update packet accordingly.	ED, Joseph, CR Chair (Nancy)	6/19
		3. Three community presentations by ED (covering all facets of CCHF).	ED	6/19
	Local Media	1. Update media packet (similar to community relations packet).	ED, Joseph, CR Chair (Nancy)	6/19
		2. Update local media list to provide for ED.	CR (Rene)	7/18
		3. Two press releases picked up by local media (Fall, Spring)	ED with BP approval	6/19
	Newsletter	1. Continue with 2 newsletters/year.	CR (Dar)	11/17 & 5/18
		2. Update listserv for paperless delivery.	CR (Dar)	7/18
	Social Media	1. Add links on facebook page to ReStore and HFH International.	CR (Mark)	8/18
		2. Post building work schedule to facebook page (weekly).	CR (Mark)	ongoing
	Web site	1. Semi-annual updates to web site consisting of photos, stories and announcements received	CR (Dar), Joseph	6/19

		from ReStore and Board/Committee news.		