

FY 21 DEVELOPMENT LOGIC MODEL

Goals

- Goal 1: Steward and grow our private resources to support and enhance our services and fill funding gaps.
- Goal 2: Build public awareness of our programs and raise our profile as a flagship provider of high-quality, values-based services and solutions for people experiencing homelessness in the D.C. metro region.

| INPUTS OR RESOURCES | ACTIVITIES | OUTPUTS | SHORT-TERM OUTCOMES | INTERMEDIATE OUTCOMES | LONG-TERM OUTCOMES |
|--|--|---|--|--|--|
| Additional staff, focused on Maryland and Virginia | <p>Develop relationships with corporations, individuals, and foundations.</p> <p>Organize and manage fundraising events.</p> <p>Organize and manage appreciation events.</p> | Increase funds raised from private sources by 30% over the next five years to \$3.25M annually. | Grow our development team’s capacity to increase financial support from individuals and corporations in the D.C. metro region. | Increased financial support for FP programs and management, especially for non-publicly funded programs. | Development demonstrates stewardship and growth of our private resources to support and enhance our services and fill funding gaps. |
| Two new staff: Web Content, Development & Analytics Marketing Assistant and Marketing & Communications Manager | <p>Design and create promotional material</p> <p>Design and produce reports</p> <p>Manage social media and website</p> | <p>Make two outreaches to media outlets per month.</p> <p>Email outreach will be sent each week to our universe of online supporters.</p> | Identify prospective candidates to expand communications capacity. | Build our communications capacity so staff and volunteers can be effective ambassadors for our mission and programs. | Public awareness of our programs is achieved and Friendship is recognized as a flagship provider of high-quality, values-based services and solutions for people experiencing homelessness in the D.C. metro region. |