

# 2021 Operational Goals Overview

UPDATED: September 2021



## Ronald McDonald House Charities of Madison, Inc.

RANK		STATUS	
●	High Priority	▲	Ahead of Schedule
●	Medium Priority	▶	On Schedule
●	Low Priority	▼	Behind Schedule

I. EXPAND MISSION REACH		COMPLETE BY	RANK	PROGRESS
<b>A. Enhance guest family stay experience</b>				
a. Fully open House, Family Room and Care Mobile		TBA	HIGH	IN PROGRESS
b. Purchase, implement and train staff/volunteers on new guest services database		Q2	HIGH	BEHIND
c. Enhance Guest Family Facebook Page		Ongoing	LOW	IN PROGRESS
<b>B. Refine collateral materials to better align with RMHC programs and RMHC Global Impact Strategy</b>				
a. Review and update collateral materials		Q4	HIGH	BEHIND
<b>C. Increase visibility of RMHC- Madison and be recognized as a leading nonprofit by area businesses, area hospitals, donors, and the entire community</b>				
a. Develop a marketing plan with emphasis on RMHC visibility to community stakeholders		Ongoing	MEDIUM	IN PROGRESS
b. Create a Marketing & Development Committee		Q2	HIGH	NOT STARTED
c. Collaborate with other community nonprofits/businesses where we can enjoy mutually-beneficial relationships and be recognized as a strong community partner		Ongoing	LOW	ON TIME
d. Participate and contribute to RMHC system initiatives, including professional development, providing best practices and support to other Houses		Ongoing	LOW	ON TIME
II. FOCUS ON OUR PEOPLE		COMPLETE BY	RANK	PROGRESS
<b>1. Solidify RMHC-Madison as a workplace of choice</b>				
a. Continually assess and create a positive work culture		Ongoing	MEDIUM	ON TIME
b. Create clear roles and responsibilities		Q4	HIGH	IN PROGRESS
c. Continue to communicate with Night & Weekend Supervisors and engage with all staff		Ongoing	MEDIUM	ON TIME
<b>2. Plan for RMHC-Madison's future employee needs</b>				
a. Hire Marketing and Development coordinator		Ongoing	HIGH	IN PROGRESS
b. Consider hiring Volunteer Coordinator		Q3	LOW	NOT STARTED
c. Consider need for Gift Processor / Donor Database manager		Ongoing	MEDIUM	IN PROGRESS
<b>3. Solidify RMHC as a volunteer place of choice</b>				
a. Identify and recruit new volunteers, with a focus on creating a diverse volunteer population		TBA	LOW	NOT STARTED
b. Create volunteer training and onboarding program for House and Family Room		TBA	LOW	NOT STARTED
c. Produce monthly volunteer email		Ongoing	HIGH	ON TIME
d. Develop additional ways to steward and thank volunteers (Volunteer Satisfaction Survey)		Ongoing	LOW	ON TIME
e. Launch online meal signup		Ongoing	MEDIUM	IN PROGRESS