

Pillar 1:

**INCREASE ANNUAL FUNDRAISING BY  
LEVERAGING THE PAINTED TURTLE'S ASSETS**

	 <b>5/5 STARS</b>	 <b>4/5 STARS</b>	 <b>5/5 STARS</b>
<b>OBJECTIVE</b>	<b>Increase Donor Retention and Grow New Donor Pipeline</b>	<b>Increase Use of Campsite on Non-Program Days</b>	<b>Amplify Local Community Resources</b>
<b>PROGRESS MADE</b>	<ul style="list-style-type: none"> <li>Exceeded 2023 Revenue Goal while developing strategic donor plans for 2024: Individual, Corps, Foundations</li> <li>Proactive restricted funding process developed for budgeted items</li> </ul>	<ul style="list-style-type: none"> <li>Designed, launched and promoted Camp Rental Program with 15+ bookings completed/scheduled</li> <li>Relaunched Filming Program</li> </ul>	<ul style="list-style-type: none"> <li>Developed plan for local community engagement through 5 events per year</li> </ul>
<b>LONG-TERM OUTCOMES</b>	<ul style="list-style-type: none"> <li>Increase Current Donor Retention and %\$ Giving</li> <li>Grow Donor Base</li> </ul>	<ul style="list-style-type: none"> <li>Generate or exceed budgeted 2024/2025 Camp Rental Revenue</li> <li>Schedule 3 filmings per year in 2024 and 2025</li> </ul>	<ul style="list-style-type: none"> <li>Increase % of donors from local community</li> <li>Host 2-3 revenue producing events per year for local community</li> </ul>