

# Strategic Plan 2015-19

## Our Vision

**We will be valued partners in the enhancement of the Royal Saskatchewan Museum, increasing its visibility and access to vital resources in the community.**

## Our Mission

**The mission of the Friends of the Royal Saskatchewan Museum is to promote the knowledge and understanding of Saskatchewan's natural history through active support of the Museum, and by encouraging public involvement and financial support of the Museum and its educational and scientific activities.**

## Our Values

The values and guiding principles of the Friends of the Royal Saskatchewan Museum are:

- 1: Integrity** -- trustworthy, ethical, honest, honourable, quality
- 2: Fairness** -- consistent, reasonable, compassionate
- 3: Committed** -- responsive, efficient, productive
- 4: Accountable** -- responsible, transparent

## Strategy for 2015-19

**Develop a strong, effective and significant fundraising program.**

Goal for this Strategy include:

- acquiring and retaining the full-time services of an experienced fundraiser (as staff, or on contract);
- creating a full-time Executive Director position;
- raising net funds of \$1 million over the course of the next five years;
- completion of the current playground project;
- development with the RSM of a fundraising plan to achieve "launch funding in 2015 -- this plan can involve the FRSM-RSM agreement, fundraising events, use of reserves, grants and innovations in fundraising, as well as operational efficiency and structural re-organization which create the capacity for sustained fundraising; and
- building the Board's capacity and its own organization in order to best support the Strategy and the other Strategic Goals.