

**NATIONAL RUNAWAY SAFELINE  
STRATEGIC PLAN FY2018-FY2020**



# MISSION STATEMENT

The mission of the National Runaway Safeline is to keep America's runaway, homeless and at-risk youth safe and off the streets.

# VISION STATEMENT

The National Runaway Safeline is the "go to" resource for America's runaway, homeless and at-risk youth and their families, providing solution-focused support.

## NATIONAL RUNAWAY SAFELINE STRATEGIC PLAN FY2018-FY2020

### Organizational Objectives

REVENUE DIVERSITY	VISIBILITY/ POSITIONING	SERVICES TO YOUTH	OPERATIONS
Raise \$600K in sustainable, new money by 2020 to fund NRS' top needs in Services to Youth and Operations.	Position NRS as a viable and visible national organization for investing in the safety of youth.	Provide the highest quality crisis prevention and intervention services to America's RHY and their families.	Align the human, technological and financial resources with NRS' prioritized programs and services.

### Strategic Direction

<ol style="list-style-type: none"> <li>1. Actively seek corporate funding and marketing partnerships.</li> <li>2. Provide the human and financial resources to achieve stated fundraising goals.</li> <li>3. Establish a fundraising operation in at least one market outside of Chicago.</li> <li>4. Grow financial support from individuals.</li> </ol>	<ol style="list-style-type: none"> <li>1. Pursue a strategic public relations and brand management partner to help raise the national visibility of NRS.</li> <li>2. Execute a national visibility-building campaign.</li> <li>3. Strengthen NRS' advocacy efforts and partnerships with national initiatives.</li> </ol>	<ol style="list-style-type: none"> <li>1. Ensure the continuous quality improvement of NRS' programs and services with annual evaluations action plans.</li> <li>2. Recruit and retain high quality and diverse volunteers.</li> <li>3. Enhance NRS' crisis prevention and intervention programs and services to better serve RHY and their families.</li> <li>4. Ensure referral database is maintained with the most up-to-date partner organization information.</li> </ol>	<ol style="list-style-type: none"> <li>1. Optimize current spending and evaluate reallocations based on grant requirements, the needs of RHY and available private funding.</li> <li>2. Recruit and retain high quality and diverse staff.</li> <li>3. Ensure hardware and software technology meets the needs of NRS' programs.</li> </ol>
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