



**FRIENDS OF INDIANAPOLIS DOGS OUTSIDE**

## 2022-2024 Strategic Plan



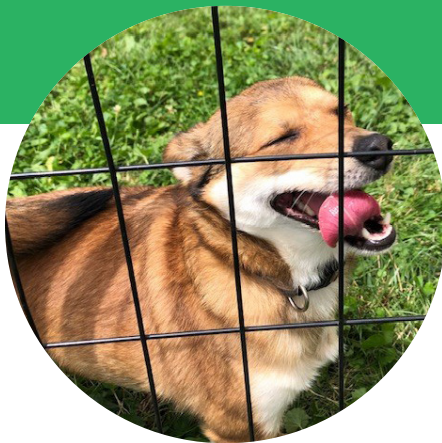
# FIDO 2022-2024 Strategic Plan

Since 2005, FIDO (Friends of Indianapolis Dogs Outside) has worked diligently to improve the quality of life for the dogs most in need across Indianapolis. Over the last 16 years, we have moved from a volunteer-based animal advocacy group to a team of dedicated employees that continue to be supported by a host of committed volunteers.



## Here For Dogs Today

Our 2017-2020 Strategic Plan challenged us to implement a neighborhood-focused model of services that improved the welfare of dogs in Indianapolis, bring on full time paid staff, boost our communication efforts, and establish sound financial policies and procedures. Evident in our growing footprint as an organization, we made the progress we set out to make and are ready for the next challenge.



## Here For Dogs Tomorrow

As we look to the future, we want to ensure longevity for the services we are providing so we can continue making a critical impact for dogs throughout Indianapolis. That is why in 2021, FIDO engaged in a strategic planning process in partnership with the consulting firm Hedges. This process captured the voice of over 150 stakeholders including people that have utilized FIDO's services, volunteers, donors, partner organizations, and FIDO's board and staff members that shared what they believe the community most needs from FIDO now and in the future. We were guided by those insights as we created the following Three-Year Strategic Plan.

Over the next three years, we will continue to live up to our commitment to provide essential services to the neediest dogs in Indianapolis while also focusing on continuing sustainable practices and building community cooperation and connection, to ensure FIDO's ability to serve for years to come. We want to provide the most impactful services with our united FIDO front, and we want everyone to know how they can get services or get involved. The following plan outlines how our entire FIDO team aims to make that happen.

## Three-Year Strategic Plan Vision

Be the reliable community partner providing basic services for the neediest dogs in Indianapolis.



## FIDO Is Essential

**Goal 1: FIDO will meet the critical needs of dogs with effective services and efficient delivery to our clients.**

**Strategy 1.A:** Deliver effective, mission-aligned services that have a clear operating procedure, defined accountability, and a plan for measuring impact.

**Strategy 1.B:** Utilize partnerships to best understand the community need and provide adaptive support to meet that need.

**Strategy 1.C:** Build a comprehensive and engaging volunteer program, as well as an accountable Board of Directors, each with defined roles that support all aspects of the organization.

## FIDO Is Sustainable

**Goal 2: FIDO will have the staff and financial capacity to deliver services dependably and grow responsibly.**

**Strategy 2.A:** Foster a dedicated, engaging, and inclusive culture whereby staff is equipped to execute their role and empowered to lead.

**Strategy 2.B:** Dedicate resources to better understand and expand individual donor relationships and corporate partnerships.

**Strategy 2.C:** Explore innovative, mission-aligned funding sources.

## FIDO Is Known

**Goal 3: FIDO will have a clearly articulated brand identity that is recognized throughout the Indianapolis community.**

**Strategy 3.A:** Develop and maintain accurate and consistent messaging that is appealing and accessible to a wide range of audiences.

**Strategy 3.B:** Utilize advocates and partners to increase FIDO's presence and engage audiences throughout the community.





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in partnership with 

**hedges.**