

Goodwill of South Mississippi – 2017 Board Scorecard

Mission and Marketing Committee – DeAnn Alewine:

Objective	Status/Explanation	3/31	6/30	9/30	12/31	Done ✓
1. Participate in the development and monitoring of organizational marketing plan. Metric: By end of Q4	We were able to allocate a team member (Shelby Ward) to focus exclusively on our marketing efforts and ensure adherence to plan					
2. Participate in the development of a comprehensive fundraising plan. Metric: By end of Q4	We want to complete marketing plan before beginning the development of our fundraising plan					
3. Participate in the development of Grand Opening and Open House “events.” Metric: By end of Q3	We have two grand openings in Q3/Q4 and open houses planned for Q3/Q4					

Legend	On Target	Not On Target But In Process	Not On Target And Of Concern	DONE
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