



## 2022-2025 PIFBS STRATEGIC PLAN

**MISSION:** *To help give the gift of play and contribute to positive youth development by eliminating equipment as the barrier to play.*

**Mission Objective:** To give the gift of play by eliminating equipment as the barrier to play.

**Objective #1:** Obtain maximum volume of equipment to provide to the most in-need youth organizations in the US and abroad.

- **Strategy A:** Strengthen partnerships with existing partners and vendors to increase volume of equipment obtained per partner.
  - **Tactic 1)** Explore ways for team and league partners to support used equipment drives.
  - **Tactic 2)** Implement partnership programs to expand opportunities to collaborate with vendors and identify appropriate contact to discuss with.
  - **Tactic 3)** Develop cause-marketing campaigns similar to Wilson's get a glove, give a glove.
  - **Tactic 4)** Explore purchase incentive programs with vendors.
- **Strategy B:** Pursue and foster relationships with new vendors.
  - **Tactic 1)** Identify and reach out to baseball and softball equipment vendors.
- **Strategy C:** Support and expand youth equipment collection projects.
  - **Tactic 1)** Proactively promote youth service projects with like-minded organizations.
  - **Tactic 2)** Foster relationships with national organizations that can independently conduct youth service projects.
- **Strategy D:** Establish nation-wide used equipment collection partners to host used-equipment across the country.
  - **Tactic 1)** Identify key regions for collections and regional sports equipment retailers in those areas.
  - **Tactic 2)** Leverage existing relationships to explore opportunities to implement collection bins.

**Objective #2:** Diversify revenue model to increase general operating budget.

- **Strategy A:** Increase funding from existing MLB partners and pursue new amateur/semi-pro and professional baseball and softball partners.
  - **Tactic 1)** Explore other revenue streams with existing MLB club partners.
  - **Tactic 2)** Identify 18 MLB teams PIFBS does not currently work and pitch new partnerships.
  - **Tactic 3)** Pursue partnerships with MiLB teams.
  - **Tactic 4)** Identify amateur/development leagues in geographic areas of focus
  - **Tactic 5)** Secure partnership(s) with pro softball leagues
- **Strategy B:** Establish strategic partnerships with organizations and individuals that can directly support fundraising initiatives.
  - **Tactic 1)** Implement new sponsorship model to pitch and secure corporate sponsorships.
  - **Tactic 2)** Pursue influencer-led fundraising initiatives.
- **Strategy C:** Maintain and expand youth service projects.
  - **Tactic 1)** Continue to expand Mitzvah projects across the country.
  - **Tactic 2)** Identify and reach out to youth organizations that have required service projects within programming.
  - **Tactic 3)** Update collateral made available to support youth projects.

**Objective #3:** To contribute to positive youth development by eliminating equipment as the barrier to play.

- **Strategy A:** Continue school-based programs and improve impact report procedure and response rate.
  - **Tactic 1)** Foster new and existing relationships with schools to continue programs.
  - **Tactic 3)** Update application and reporting questions to maximize desired outcomes of reporting.
- **Strategy B:** Implement communications that emphasize youth development benefits of sport.
  - **Tactic 1)** Use storytelling around the benefits of sport on youth development.
  - **Tactic 2)** Leverage influencer relationships to share the meaning of sports and emphasize storytelling around the value of equipment.
  - **Tactic 3)** Include messaging with equipment donations to reinforce the benefits of sport on youth development.
- **Strategy C:** Strengthen intern and volunteer opportunities for youth supporters.
  - **Tactic 1)** Create opportunities for youth to volunteer with the organizations such as shadowing employees, supporting events and programs, etc.

**Objective #4:** Improve overall brand presence to a) strengthen public perception and b) increase brand awareness.

- **Strategy A:** Implement social media strategy to amplify PIFBS' mission and impact, highlight partnerships, and attract new donors, volunteers and supporters.
  - **Tactic 1)** Seeking and securing external support to lead strategy and educate applicable staff on methodology.
- **Strategy B:** Creating and implementing a cohesive brand strategy including look and feel, voice, and streamlined communications.
  - **Tactic 1)** Provide professional development training for relevant staff to strengthen marketing skills including writing and brand strategy.
- **Strategy C:** Strengthen brand awareness with grantees to clearly showcase PIFBS as grantor.
  - **Tactic 1)** Implement branding with donations to incorporate logo, collateral, and/or digital assets to ensure grantees know where equipment came from.
  - **Tactic 2)** Develop digital campaign to invite recipients to post about their gear to increase awareness.
  - **Tactic 3)** Incorporate organization, brand or influencer partners in efforts to gain credibility among grantees.