



Colorado Association of REALTORS® Foundation
Strategic Plan
2024-2026

Adopted by the Board of Directors April 2024

ORGANIZATION BACKGROUND

MISSION

The Colorado Association of REALTORS® Foundation supports safe and attainable housing, advances homeownership for all Coloradans and provides housing related disaster assistance to our neighbors in need.

VISION

Every Coloradan has the opportunity to achieve a self-sufficient, productive life built upon a vital foundation of safe, attainable housing.

Assessment of Current State

After 32 years of operations, the Colorado Association of REALTORS® Foundation has invested more than \$10.3M in Colorado communities and touched upwards of 94,000 lives. Known as the philanthropic and community engagement arm of the Colorado Association of REALTORS®, the Foundation recognizes a unique opportunity to positively influence public perception of REALTORS® and perhaps the real estate industry at large through its transformational charitable and disaster relief work.

In the course of successfully executing the 2021-2023 Strategic Plan, the Foundation formalized and implemented sustainable operational policies and procedures; launched a popular community philanthropy program enabling local REALTOR® Associations to conduct charitable activities impacting their own communities; and provided wildfire relief funds to victims of the Marshall Fire at an unprecedented scale.

Tremendous opportunity exists for the Foundation to successfully expand its impact on Colorado communities and its fundraising, elevating the REALTOR® brand as a result.

Perceived threats to the organization's growth include lack of member involvement (both local Boards and brokerages) and events outside the organization's control, such as market and economic conditions and public perception of the industry.

ACHIEVING THE VISION

STRATEGIC PRIORITIES AND GOALS

Strategic Priorities are practical manifestations of our general Foundation strategies. They span a multi-year scope. Goals are tangible objectives for efforts or activity areas that are intended to be the means of achieving strategic priorities. Tactics are the methods by which we will reach our goals. Targets are measurable benchmarks related to timeline and/or achievement.

FUNDRAISING		
<p>Goal: Expand Escrow Interest Program Participation.</p>	<p>Tactic: Direct marketing campaign twice per year educating REALTORS® and industry partners and asking them to become participants.</p> <p>Tactic: Cultivate relationships with larger title companies and solicit standard quarterly contributions.</p>	<p>Target: Enroll 25 new participants year over year.</p> <p>Target: Solidify partnerships with two new title companies each year.</p>
<p>Goal: Diversify revenue streams to buffer economic and market changes.</p>	<p>Tactic: Expanded and diversified Fundraising Plan incorporated into Annual Plan each year. Plan will include continued growth of fee revenue for Charitable Funds program.</p> <p>Tactic: Launch Corporate Partnerships program.</p> <p>Tactic: Launch Giving Pledge program.</p>	<p>Target: Include fundraising goals in 2024 Annual Plan; fully reimaged Annual Plan debuts in 2025.</p> <p>Target: 3-5 new corporate partners year over year.</p> <p>Target: Giving Pledge is launched and sees first contributions in 2024. 10% YOY growth thereafter.</p>
<p>Goal: Diversify fundraising events to maximize ROI and minimize costs.</p>	<p>Tactic: Capitalize on opportunities to host low-cost fundraisers in conjunction with existing CAR events.</p> <p>Tactic: Create signature event and evaluate the most practical year to launch.</p>	<p>Target: Host silent auction at 2024 Fall Forum; add additional event in 2025.</p> <p>Target: Engagement Committee pitches signature event portfolio, evaluate</p>

		economic conditions for launch in 2024 or 2025.
--	--	---

MARKETING/PR		
<p>Goal: Amplify visibility and raise awareness of CAR Foundation, fostering broader recognition and elevating the REALTOR® brand.</p>	<p>Tactic: Enhance brand presence and outreach by expanding digital presence.</p> <p>Tactic: Develop media strategy each year with input from PR contractor.</p>	<p>Target: Launch social media channels and digital newsletters in 2024. Increase engagement year over year.</p> <p>Target: Develop targeted media campaigns and press releases to secure coverage both online and offline.</p>
<p>Goal: Position CAR Foundation as the organizational leader in REALTOR® philanthropy across the state and nationally.</p>	<p>Tactic: Unveil streamlined, professional, branded collateral both in digital and print formats.</p> <p>Tactic: Launch video channel to provide regular videos updating viewers about impact and happenings.</p>	<p>Target: Website update/redesign in 2024. Refresh of other branded collateral and creation of updated digital toolkits and brochures each year. By 2025, create digital repository of educational and marketing materials.</p>
<p>Goal: Cultivate regular marketing activities to increase engagement and brand recognition.</p>	<p>Tactic: Produce a robust annual marketing plan including channels, campaigns, metrics and performance indicators and identifying target audiences.</p>	<p>Target: Expanded Annual Marketing Plan produced in 2024. 2025 edition to include key performance indicators.</p>

COMMUNITY ENGAGEMENT		
<p>Goal: Expand community outreach and impact across Colorado</p>	<p>Tactic: Develop charitable impact pillars and a giving strategy.</p> <p>Tactic: Engage with local boards and support local association philanthropic efforts.</p>	<p>Target: Define charitable giving pillars and giving strategy through committee work in 2024. Implement across workflows in 2025. Measure impact annually.</p> <p>Target: In 2024, host educational sessions for charitable fund holders. Every local board receives a touchpoint from the Foundation each year.</p>
<p>Goal: Raise CAR Foundation’s position as a philanthropic leader in Colorado</p>	<p>Tactic: Support aligned charities by sponsoring and attending events</p>	<p>Target: Sponsor/attend a charitable event in each district, each year.</p>
<p>Goal: Expand opportunities for REALTORS® to volunteer</p>	<p>Tactic: As part of giving strategy, seek grantee organizations that can provide opportunities for volunteerism</p>	<p>Target: Organize two service projects with current grantees in 2024. Thrice yearly or quarterly opportunities in 2025 and 2026.</p>

EDUCATION		
<p>Goal: Provide education support and resources to Coloradans and Colorado organizations.</p>	<p>Tactic: Expand the Foundation’s Education focus by creating a structured program, identifying topics and target audiences.</p>	<p>Target: In 2024, create Task Force to create program structure</p>
<p>Goal: Amplify the CAR Foundation’s impact on education as a grantmaking organization.</p>	<p>Tactic: Support charitable organizations providing education services in the CAR Foundation’s chosen topics to Coloradans through expanded grant funding and engagement.</p>	<p>Target: At least one grant for education per grant cycle in 2024. Increase by half in 2025 and again in 2026.</p>

<p>Goal: Cultivate partnerships with educational organizations aligned with the CAR Foundation’s mission.</p>	<p>Tactic: Investigate and formalize partnerships in each district with aligned organizations.</p>	<p>Target: Implement one new partnership in 2024. Grow by at least one new partnership each year thereafter.</p>
--	---	---