

Reach for the Stars

STRATEGIC PLAN UPDATE
2023 PROGRESS

Pillar 1:

INCREASE ANNUAL
FUNDRAISING BY LEVERAGING
THE PAINTED TURTLE'S ASSETS



Pillar 2:

INVEST IN CAMP STAFF FOR BETTER RETENTION, ORGANIZATIONAL EFFICIENCY, AND OPERATIONAL EXCELLENCE



Pillar 3:

RAISE THE PAINTED TURTLE
PROFILE TO ACHIEVE INCREASED
AWARENESS AND CONTINUED
GROWTH



4.3/5 STARS

Pillar 4:

ENHANCE LAKE HUGHES SITE AND RECALIBRATE PROGRAM
OFFERINGS TO SERVE MORE KIDS



Pillar 5:

ENRICH THE VOLUNTEER
EXPERIENCE TO EXPAND
VOLUNTEER BASE AND INCREASE
RETENTION



3.7/5 STARS

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- **★** 4-5 STARS: EXCELLENT PROGRESS
- 🖟 3 STARS: SOME PROGRESS
- **★** 1-2 STARS: LITTLE TO NO PROGRESS