




Pillar 3:

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

STARS	 4/5 STARS	 5/5 STARS	 4/5 STARS
OBJECTIVE	<p>Amplify the impact of our communications by developing a strategic outreach plan tailored to key audience segments</p>	<p>Elevate community awareness by opening up Camp for transformative experiences for the whole family</p>	<p>Enhance partnerships with groups and organizations aligned with our mission</p>
PROGRESS MADE	<ul style="list-style-type: none"> • Developed and implemented 2024 communications plan by Audience • Developed and implemented overall strategic plan and framework for TPT Events • Developing overall 2024 strategic plan and framework for Annual Giving Campaigns based on RFM analysis and segmentation 	<ul style="list-style-type: none"> • Developed and implemented 2023 plan that included 1 community event (49er Day), 3 onsite events (Women's Club District Luncheon; HELUS Holiday Program; Audubon Birdcount) and three onsite tours/meetings with City of Lancaster and City of Palmdale managers • Finalizing 2024 plan and calendar to build on local community momentum in awareness and engagement 	<ul style="list-style-type: none"> • Identified hospital and university partners for development in 2024 • Intern Practicum pilot program designed to be launched Spring 2024 through Outpost
LONG-TERM OUTCOMES	<ul style="list-style-type: none"> • Increased TPT awareness goals by segment using 2024 as baseline. Increased year on year annual goals by segment 	<ul style="list-style-type: none"> • Host 2-3 onsite community events in 2024 w/ minimum 100 in attendance • Increased new Volunteers per year from local community - 20 in 2024 	<ul style="list-style-type: none"> • Add 2 new hospital partners annually • Add 2 new university partners annually