



Pennsylvania
Pharmacists
Association

Educational
Foundation

Strategic *Plan*

Overview

PPAEF supports student skills and poster competitions, annual grants, scholarships, the Leadership Excellence and Advocacy Development program (LEAD), as well as stewardship of the PPA Headquarters that garners participation from many statewide. The purpose of this strategic plan is to expand upon our mission to advance education and research within the field of pharmacy.

Current *State*

A SNAPSHOT OF WHERE WE ARE

The *Landscape*

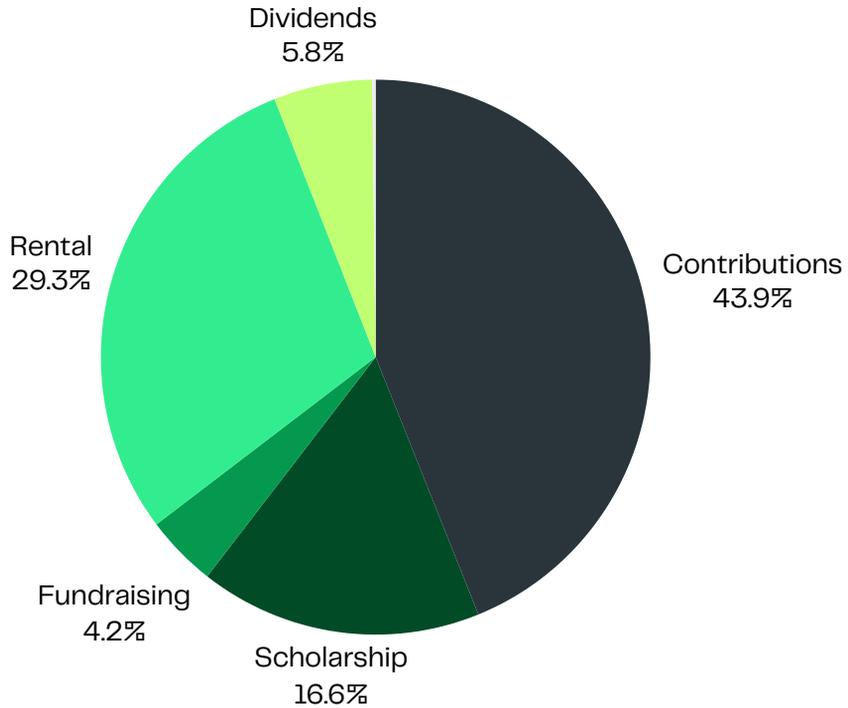
- Mission
 - The mission of the PPA Educational Foundation is to invest in the future of pharmacy by fostering research and education and advancing innovative pharmacy practice and patient care.
- 2022 - 2023 Goals
 - **Raise funds to support our Mission, Programs, and objectives** – We will have a short-term goal of \$6,500 per year to cover grants and for long term, we will work on legacy plans and other sources.
 - **Build Awareness of the Foundation** – We will build public awareness of the Foundation thus allow us to raise additional funding and continue our programs and projects.
 - **Grow the current program portfolio** – We will continue to utilize our current programs that remain relevant while searching for additional appropriate opportunities to fulfill our Mission.
 - **Organizational Excellence** – We will operate legally and ethically as a charitable non-profit respected for adhering to our mission, goals, programs, and projects.

Our Current Position

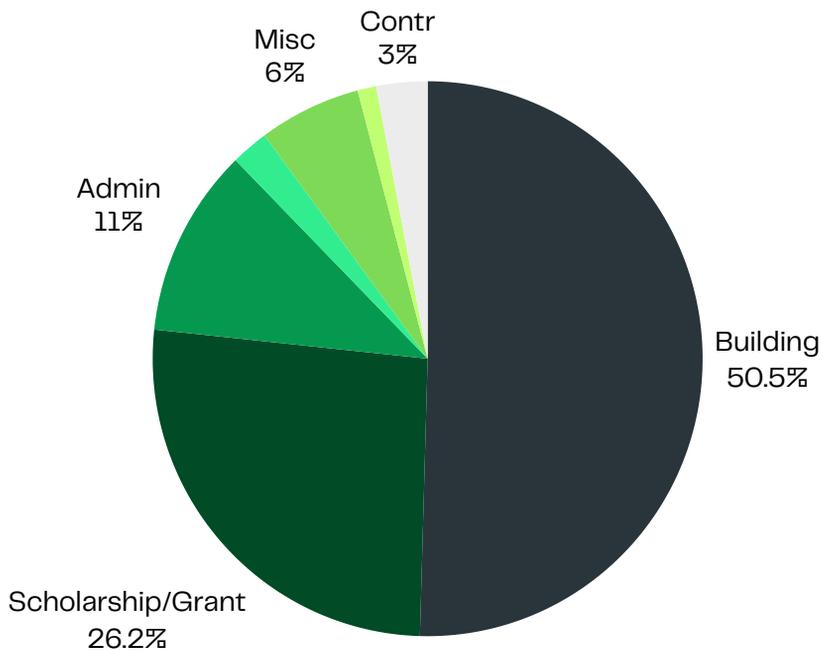
Strengths	Weaknesses
<ul style="list-style-type: none"> ● Maintaining finances in the black for the fiscal year ● Exceeding fundraising goals with current efforts ● Strong programs offering resources that are cost effective ● Promoting efforts that align with our mission regarding research and education 	<ul style="list-style-type: none"> ● Raising funds to support our Mission, programs, and objectives ● Building awareness of the foundation and its programs ● Programs are resource-intensive and do not reach target population ● Maintaining and updating the PPA building requires additional resources
Opportunities	Threats
<ul style="list-style-type: none"> ● Revamp our programs (LEAD, grants, scholarships, and posters) to strengthen and evaluate how they accomplish our mission ● Increase revenue to support our programs ● Target promotion of each program to the specific audience ● Early repayment of PPA building through fundraising 	<ul style="list-style-type: none"> ● Lack of donors and sponsors for scholarships, programs, and grants ● Competition of other programs

2022 - 2023 Budget Allocation

- Income:



- Expenses:



Future State *Plan*

A VISION OF WHERE WE WANT TO BE

Our Vision

Align our future strategies with our Mission to invest in the future of pharmacy by fostering research and education and advancing innovative pharmacy practice and patient care.

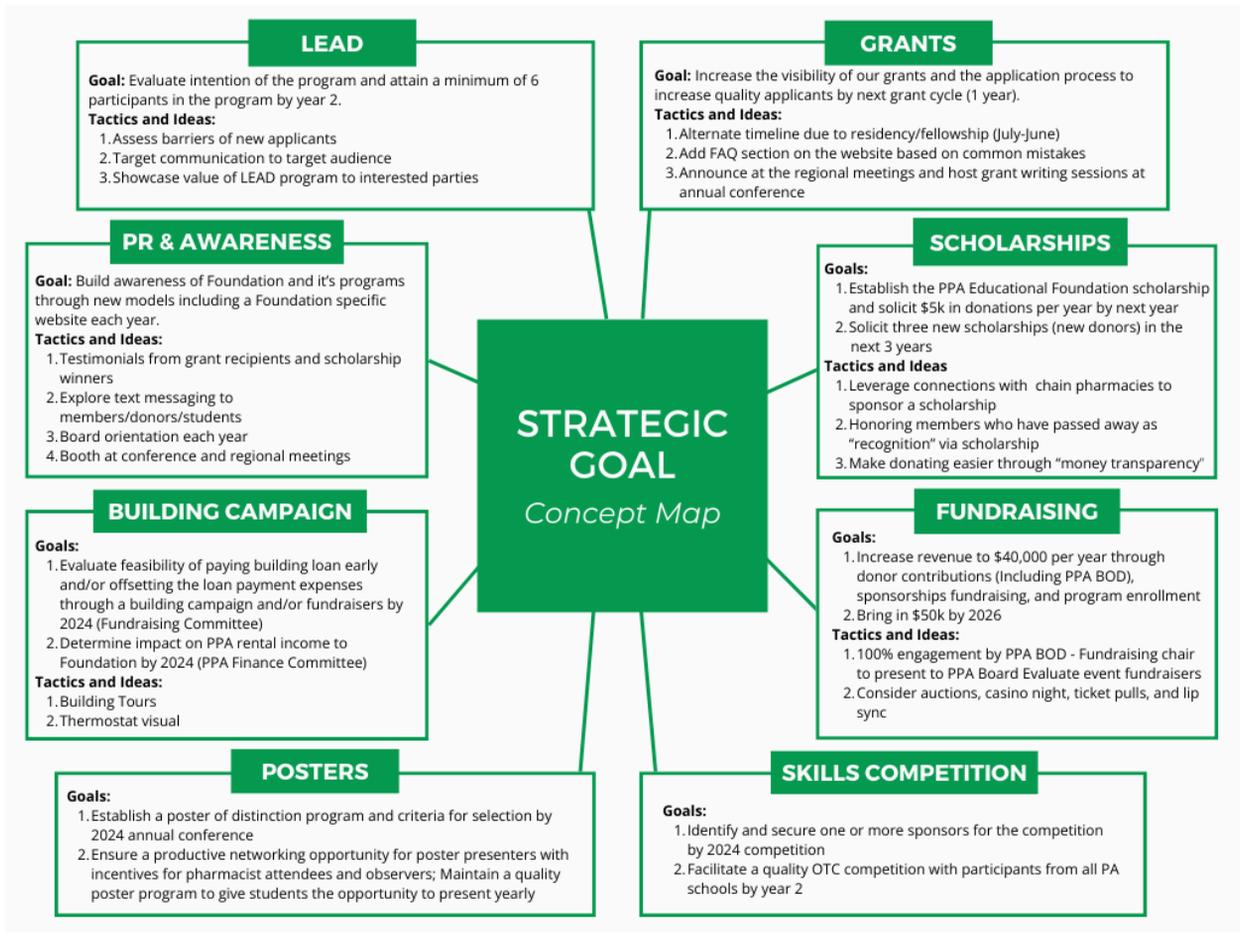
Our Objectives

- Revamp our programs – LEAD, grants, scholarships, skills competitions, and posters
- Strengthen and evaluate how these programs accomplish our mission
- Raise awareness of PPAEF and fundraise to help accomplish strategic goals

Strategic Plan

A ROADMAP SHOWING HOW WE GET THERE

Strategic Goals



Implementation Plan

	6 months (conference)	1 year (2024)	2 years (2025)	3 years (2026)
LEAD			Evaluate intention of the program and attain a minimum of 6 participants in the program year Who: LEAD committee	
Scholarships		Establish the PPA Educational Foundation scholarship and solicit \$5k in donations per year Who: Scholarship committee		Solicit 3 new scholarships (new donors) Who: Scholarship committee
Grants		Increase the visibility of our grants and the application process to increase quality applications Who: Grant committee		
Posters	Establish and maintain a poster of distinction program and criteria for selection Ensure a productive networking opportunity for poster presenters with incentives for			

	<p>pharmacist attendees and observers</p> <p>Who: Posters committee</p>			
Competitions		<p>Identify and secure one or more sponsors for the competition</p> <p>Who: Competition committee</p>	<p>Facilitate a quality OTC competition with participants from all the PA schools</p> <p>Who: Competition committee</p>	
Fundraising		<p>Increase donor contributions to \$40,000 per year (including PPA BOD), through sponsorships, fundraising, and program enrollment</p> <p>Who: Fundraising Committee</p>		<p>Increase donor contributions to \$50k by 2026</p> <p>Who: Fundraising committee</p>
PR & Awareness		<p>Build awareness of Foundation and its programs through new modes, including a new Foundation specific website each year</p> <p>Who: PR awareness committee + Diane</p>		
Building Campaign		<p>Evaluate feasibility of paying building loan early and/or off-setting the loan payment expense through a building campaign and/or fundraisers by 2024</p>		

Who: Fundraising committee

Determine impact on PPA rental income to Foundation by 2024

Who: PPA Finance

Marketing Plan

A. Identify what makes PPAEF stand out from the competition and direct marketing that showcases strengths of the foundation.

B. Key Messages

- Articulate programs in a way that connects with intended audience
- Identify opportunities for fundraising and show the audience that we're reaching our goals
- Create new communication channels to gain interest in programs, fundraisers, and PR

C. Digital Marketing Platforms

	Purpose	Metrics
Facebook	Promotions	Likes
Instagram	Promotions	Likes
LinkedIn	Promotions	Shares and Likes
PPA Capsule/Student Voice	Promotions	Clicks/opens
PPA Website	Information, Donations, and Event Sign-ups	Engagement

Conclusion

With the extensive research, honest analysis, realistic projections, and careful plans in this document, we are confident with our strategy and excited to reach our goals!