

# “500 in 5” Growth Plan

OUR “500 IN 5” PLAN IS TO REACH 500 CHILDREN A YEAR WITH THE GIFT OF FAMILY BY 2020

Growth will be driven through **chapter development and expansion**:

- Increasing the GOA footprint from ten chapters to thirty chapters
- Bringing on four additional chapters per fiscal year (on average)
- While working closely with existing chapters to strengthen boards, expand brand awareness and engage/increase fundraising base

Growth is supported by **enhanced marketing capabilities** which include:

- Launched redesigned website (Nov 2015)n
- Significantly increasing our PR and social media presence
- Advancing the GOA brand through annual national brand campaign

Growth is sustained by our commitment to and investment in **donor-centered fundraising** and doubling-down on development activities to fuel the journey.

