

Can Do Canines 2025 - 2028 Strategic Plan

I. Support and Engage Clients, Volunteers, Staff, and Supporters

SUCCESS INDICATORS:

Attain positive client, volunteer, and staff satisfaction survey results annually

Achieve strong staff retention and engagement

Continue to increase volunteer applications and reach a higher rate of Sitters becoming Raisers

Retain current annual donors and secure new donors through the Capital Campaign

II. Raise Our Profile and Build a Broad, Diverse, and Inclusive Constituency

SUCCESS INDICATORS:

Better engage underserved and underrepresented communities

Continue to increase media presence throughout Minnesota and Wisconsin

Increase presence in schools and other avenues to reach families through kids

III. Serve More People

SUCCESS INDICATORS:

Complete New Hope building project

Begin to increase team numbers to meet our 2033 70-Team goal

Expand Facility Dog program

Realize more stability/less variance in dog, volunteer, and staff numbers from year to year