



SOUTH DAKOTA HALL OF FAME

2021–2023 Strategic Plan

INTRODUCTION. The South Dakota Hall of Fame (SDHoF) is a non-profit organization established in 1974 and designated as the State's Hall of Fame. The Mission is *To Champion a Culture of Excellence*. The strategies continue to act upon the mission for 2021–2023 and are outlined below.



1. ENDOWMENT

- a) Complete raising funds for the *Vision 2020* campaign of \$3 million.
- b) Implement *Casting the Future* campaign for \$1 million.



2. LEGACY OF ACHIEVEMENT PROGRAM

- a) Obtain funding resources to complete the digitization of the Inductee Collection for use across all programs.
- b) Implement a virtual museum.
- c) Develop a video and audio library to market a Speaker's Bureau of Hall of Fame Inductees.



3. ACTS OF EXCELLENCE PROGRAM

- a) Hold two regional events celebrating new Acts of Excellence recipients annually and continue to increase participation. 2021 Watertown & Mitchell, 2022 Huron & Yankton, 2023 Rapid City & Sioux Falls.



4. LEGENDS & LEARNING PROGRAM

- a) Enhance programming with multimedia and provide teachers with an on-demand webinar.
- b) Provide annual curriculum updates and distribution of materials to teachers.



5. HONORS CEREMONY

- a) Increase sponsorship funding for multiple year's support.
- b) Retain quality of new Inductee nominations.
- c) Retain virtual meetups of new Inductee and anniversary reunion class members. September 10 & 11, Class of 2020, April 1 & 2, Class of 2021, September 9 & 10, Class of 2022.



6. DONOR RELATIONSHIPS

- a) Continue donor relationship building with board member contact, recognition, and feedback from donors.
- b) Increase annual giving to account for attrition.
- c) Establish and implement Planned Giving opportunities.



7. ENHANCING THE ORGANIZATIONAL INFRASTRUCTURE

- a) Update Board Handbook and increase recruitment of Inductees, diversity, and philanthropic board members statewide.
- b) Establish succession of officers and committee appointments.
- c) Increase resources for staffing sustainability and succession to support strategic goals.