



# TORONTO ZOO WILDLIFE CONSERVANCY

---

## STRATEGIC PRIORITIES AND GOALS

# Grow Our Fundraising Program

- Identify and cultivate prospects for major and transformational gifts
- Maximize sustainable and predictable sources of income by securing multi-year pledges, monthly giving, planned gifts/bequests and investment income
- Expand and diversify annual giving programs to acquire and inspire donors, and secure overall increased engagement
- Strategically plan and execute signature events to create awareness and excitement for major gifts
- Deliver an exceptional donor and supporter experience to maximize donor retention

# Tell Our Story

- Develop visionary cases for support that create awareness of the Wildlife Conservancy's funding priorities and leverage donations
- Convey the impact of donations on wildlife conservation, to increase our visibility, broaden our reach and engage the Zoo's ambassadors and donors
- Work closely with the Toronto Zoo to foster strong, shared communications to drive philanthropy, both internally and externally

# Continually Improve Our Operations

- Align staffing with organizational needs to maximize fundraising revenues
- Demonstrate alignment and transparency between the Toronto Zoo and the Wildlife Conservancy by establishing processes for staffing, resource support and fundraising prioritization
- Implement financial management systems to make best use of funds received
- Achieve 100% Director engagement in fundraising activities
- Strengthen a culture of philanthropy at the Toronto Zoo through education, engagement fundraising outreach and inter-departmental projects