

Fairhill Partners - Strategic Plan 2009-2011

A New Name, Mission and Strategic Plan For 2009-2011

Fairhill Partners is pleased to tell you a little about our Strategic Plan for 2009-2011. During the planning process, many and diverse stakeholders affirmed Fairhill's continuing purpose and the relevance of many programs and services. We acknowledged our limited market visibility and the importance of our challenging property development and management responsibilities. As a result, the Board enthusiastically adopted a new name and mission statement and an ambitious, exciting plan.

Why did Fairhill Center become Fairhill Partners?

The new name, **Fairhill Partners**, highlights our commitment to partnership with many constituencies, most notably, our board and staff (paid and unpaid), collaborative campus tenants, participants, clients, donors, and neighbors. Paired with the tag line, "**A campus for lifelong learning, earning, and service,**" we communicate our core beliefs that successful aging is built on adapting to life's inevitable changes, enjoying dynamic relationships, and living with a sense of purpose and joy.

Does this name change undermine all the marketing work done under the Fairhill Center name?

No, it emphasizes our focus on partnership while retaining a sense of our history and geography.

Why a new mission statement?

The new mission statement, "**To connect people to opportunities for lifelong learning, intergenerational relationships, and successful aging,**" makes it clearer that we value lifelong learning as key to the mission and that we serve people of all ages to promote successful aging.

What will the passion and commitment of the Fairhill Partners team accomplish in this plan?

- Provide **excellent opportunities** for lifelong learning, earning and service to meet real needs.
- Leverage our **Cleveland Historic Landmark District** property to support the mission.
- Increase **fundraising** to support lifelong learning, build an endowment, and Kinship Village.

What core strategies will be used to achieve these goals?

Market the Value: We will continue and expand our "warm touch" person to person approach to potential stakeholders and will deploy cutting edge electronic media to reach a wider audience.

Build Capacity: We will strengthen human resources – creating a synergistic and interpersonal environment that engages staff (paid and unpaid) across campus organizations and motivates participants and donors to invest with us as we advance the mission.

Nurture Collaboration: We will transform our organization and our campus by engaging the experience and imagination of on and off campus partners, knowing that dynamic relationships are essential to growth and development. With open minds, we will seek out and explore possibilities for program, organizational, and financial partnerships. Where they make sense we will pursue them energetically.

How can I help?

We are counting on friends to share time, thoughtful ideas, and financial support of services, programs, and campus. If you'd like to help us market the value, build capacity, or nurture collaboration with passion and commitment, we need you as a member of the Fairhill Partners team. Please contact Betsy Cisek at 216-421-1350 or ecisek@fairhillcenter.org for more information.

And, a word of appreciation. . .

Collaboration is the "anchor" of Fairhill Partners. The spirit of collaboration guided our strategic planning process. Fairhill Partners Board and staff thank all those who participated in developing the plan - community and aging network representatives, campus partner representatives, volunteers, program participants, MSASS intern Rachel Parker, and the National Black MBA Association. We deeply appreciate your contributions and hope you will work with us to bring the plans to fruition!

Fairhill Partners: A New Face

*In February 2009 we received legal approval for our name change to **Fairhill Partners**. We already have begun to use it in several ways. As you can see, Fairhill remains central to the new brand. Over the next 12 months the Fairhill Partners team will be working with everyone to make the most of this rebranding opportunity to build visibility in the community*

What is Rebranding?

Rebranding means staying relevant. Rebranding is not just a change of logo, stationery, or corporate colors. Brand encompasses everything from customer perception and experience to quality, look and feel, customer care, retail and web environments, the tone and voice of communications, and more.

The goal of our rebranding campaign is to build a consistent identity for Fairhill, through every perception and touch point. By having consistency over time, Fairhill can and will be stronger with its communication/marketing efforts.

Isn't Rebranding for big corporations?

No. It's a necessity for nonprofits as well. It's the most powerful tool for strengthening an organization from the inside out. At its essence, branding is about establishing meaningful relationships and building trust. It's what makes Fairhill tick and worthy of support. Clarifying and communicating what Fairhill stands for instills a sense of pride in staff, volunteers and the community.

Doesn't it cost a lot of money?

No. Fairhill already "owns" the brand. It's everything the public sees and hears - how the phones are answered, how staff members present themselves, how marketing materials look, and how the web site works.

What can I do to help?

Be enthusiastic and supportive of the new name, mission, and tagline, and help us build this brand over time. It will be a collaborative effort by all.