

# Strategic Goals for 2015-2017

## 1. Increase Organization's Revenue & Operational Efficiency

- Increase Philanthropic Support
- Increase Public Support to Ensure Long-Term Sustainability
- Increase DentaCheques Sales
- Increase National Footprint of HouseCalls & Maximize Other Revenue-Generating Opportunities
- Increase Effectiveness of Communications Supporting Each Preceding Goal
- Optimize Organizational Infrastructure

### In Order to...

## 2. Increase Number of Patients Receiving Essential Services

- Maximize Effectiveness of DDS, HouseCalls, & Orthodontic (DOS) Programs
- Optimize Network of Volunteers
- Increase Communications to Volunteers, Prospective Volunteers, Supporting Partners, Donors and Patients in Need

### While...

## 3. Increasing Integration of Dental Care with Health Care

- Continue Advocacy to Improve the Oral Health of Vulnerable Populations
- Increase Communications to Support Expansion of Advocacy Efforts to Expand Access