

BOLD AMBITIONS – 2025-2027 Strategic Plan

Our Strategic Plan outlines the four core Pillars that Ronald McDonald House Chapters worldwide are prioritizing from 2025 through 2027. Each Pillar is supported by a dedicated subcommittee composed of board members and staff. The Board of Directors reviews the Strategic Plan annually to ensure alignment with the organization’s mission and the achievement of its shared vision.

In August 2024, during the annual board retreat, these pillars were adopted and subcommittees were created to collaborate and thoughtfully develop strategies and tasks to address the current needs of families served by our Ronald McDonald House programs, while also positioning the organization for future growth and sustainability.

For each task, subcommittees established clear timelines, assigned responsible parties, and identified the resources required for successful implementation.

In August 2025, the Board conducted a follow-up review of the Strategic Plan, adjusting priorities to reflect the April 1 merger and continued expansion of our programs.

The Strategic Plan serves as a guiding framework for staff as they plan annual activities. Subcommittee meetings meet regularly to monitor progress, make updates as needed, and report to the Board.

BOLD AMBITIONS Strategic Plan 2025-2027	
PILLAR #1: Serve More Families Better	
STRATEGIC PRIORITY	STRATEGIES AND TASKS
Focus #1	Evaluate Transportation Needs of Families
	<i>Determine the transportation needs of families through family exit surveys</i>
	<i>Uber Health - 1. develop and document criteria, 2. train staff, 3. increase awareness to families</i>
Focus #2	FINALIZE NEW PROGRAM PROJECTS & EXPAND CURRENT FACILITIES
	<i>Shreveport – 20-Bedroom House (Opening October 2025) continue & manage project</i>
	<i>Monroe, LA – 3-Bedroom Family Room (Construction Beginning 2025) continue & manage project</i>
	<i>Baptist Health – 6-Bedroom House (Anticipate Construction beginning late 2025) continue & manage project</i>
	<i>Expand LR House; research and evaluate need; develop proposal</i>

Focus #3	EXPAND SERVICES TO FAMILIES
	<i>Develop day-use space with access to kitchen, dining, lounge, and play areas; evaluate utilization over time to consider renovating over time to include showers and laundry. Create utilization criteria & operating policies; train staff</i>
	<i>Create partnership with other hotels to meet overflow needs</i>
	<i>Develop a fitness program and allocate space for fitness</i>
	<i>Recruit and train volunteers to provide additional services such as running errands</i>
	<i>Inform families of community activities; develop materials for free local events & options</i>
	<i>Develop an app for families</i>
	<i>Develop a focused ask for Gift cards for getaway experiences such as restaurants, hotels, gas cards; develop criteria for allocation and train staff</i>
	<i>Explore providing emotional support services; possibly hire LCSW to perform evaluations and offer resources</i>
	<i>Provide Movie nights & other activities for families</i>
	<i>Evaluate offering outsourced childcare services and submit proposal to board for approval</i>
	<i>Identify hospitals, design and build, find volunteers and donors to stock and operate hospitality carts</i>
	<i>Research expansion for additional Family Suites wing at RMH Little Rock (understanding timeline especially as related to ACH expansion)</i>
	<i>Revamp family check-ins to include virtual option and produce informative video about RMH and support available</i>
Focus #4	EVALUATE UNMET NEEDS & IMPROVE FAMILY EXPERIENCES
	<i>Continuously learn from best practices of other Houses by attending conferences, utilizing Radar, and participating in peer groups</i>
	<i>Update exit survey to request more specific feedback</i>
	<i>Conduct initial assessment of guest families within 48 hours of check-in to determine resources needed</i>
	<i>Follow-up with a post check-in with families to answer questions and determine additional items/services they might need.</i>
	<i>Form a Family Advisory Council with representatives from all regions</i>
PILLAR #2: Drive Engagement	
STRATEGIC PRIORITY	STRATEGIES AND TASKS
Focus #1	ELEVATE THE UNDERSTANDING OF RMHC - RAISE MISSION AWARENESS ACROSS TERRITORY
	<i>Develop communication about who we are, which details our McDonald's and hospital partnerships.</i>

	<i>Quantify impact (along with personal stories, money saved by families, community economic impact, etc.) More than just a bed</i>
	<i>Create a territory-wide communication plan and calendar to include speaking opportunities and electronic communication</i>
	<i>Create a plan to boost social media engagement</i>
	<i>Recruit advocates to promote annual impact of each program, by state, city, parish/county</i>
Focus #2	SECURE ADDITIONAL FUNDING & SUSTAIN FUNDING TO SUPPORT ALL PROGRAMS
	<i>Endowment: Continue building on \$1 million restricted. Grow requests for wills, bequests, trusts, and donor-advised funds</i>
	<i>Expand Annual Partner/In-Kind Program: develop a list of program needs</i>
	<i>Expand Foundation/Grant Scope: City, State, Federal, and independent funding for mental health and continuum of care initiatives</i>
	<i>Donor Stewardship: update and formalize donor stewardship process; increase monthly donors</i>
	<i>Donor Database and Processing: Identify and implement donation processing and communication to ensure consistency and timeliness.</i>
	<i>Promotion plan for current ways to give</i>
	<i>Develop Shreveport/North LA Fundraising Event</i>
	<i>Successfully complete all active Campaigns</i>
PILLAR #3: Enhance Collaboration	
STRATEGIC PRIORITY	STRATEGIES AND TASKS
Focus #1	EXPAND OUTREACH ACROSS TERRITORY
	<i>Identify, reach out and partner with community/civic groups who donate proceeds from their events; explore how can we become a beneficiary</i>
	<i>Create Ambassador Committee made up of community members across territory</i>
	<i>Meet with Ambassador committee quarterly</i>
Focus #2	EXPAND MCDONALD'S RELATIONSHIP
	<i>Create Advisory Committees to be extension of the Board that are located outside Little Rock</i>
	<i>Invite McDonald's owner/operators to tour Ronald McDonald House and Ronald McDonald House Family Rooms</i>
	<i>Utilize McDonald's Liaison to build relationships with Central Arkansas locations and create strategy for Northwest Arkansas, River Valley, and North Louisiana</i>

	<i>Attend McDonald's owner operator meetings</i>
Focus #3	ENHANCE HOSPITAL PARTNERSHIPS
	<i>Steward relationship with social work teams and Ronald McDonald House Care Mobile team</i>
	<i>Create awareness of programs for rural/outside hospitals and clinics</i>
Focus #4	CREATE NEW PARTNERSHIPS
	<i>Identify potential new retail or restaurant partnerships</i>
	<i>Research and build relationships with other partners to seek donations on our behalf with their customers - do round up (non-McDonald's competitors) Walgreens, Walmart, Kohls, Target, etc.</i>
	<i>Invite Mayors and City boards /councils for tour of the Programs</i>
	<i>Invite County/Parish Leadership for tour of Programs</i>
	<i>Invite State Legislators for tour</i>
	<i>Build relationships with church missions leader; develop a mailing asking to fund a meal (give options to give money to provide meals or volunteer to cook)</i>
	<i>Identify Board affiliations/network</i>
Focus #5	STRIVE FOR EXCELLENCE & STREAMLINE ACROSS ALL PROGRAMS/LOCATIONS
	<i>Meet with staff semiannually (in-person meeting)</i>
	<i>Conduct monthly virtual meetings</i>
	<i>Enhance communication, sharing ideas and best practices, and consistency</i>
PILLAR #4: PRIORITIZE PEOPLE	
STRATEGIC PRIORITY	STRATEGIES AND TASKS
Focus #1	PROVIDE EDUCATIONAL OPPORTUNITIES FOR STAFF & VOLUNTEERS
	<i>Identify training opportunities including on-site, global, and regional conferences</i> <i>Focus includes (not limited to):</i> <i>* Social Media/Digital Marketing/SEO</i> <i>* Family Services</i> <i>* Volunteers</i> <i>* Fundraising</i> <i>* Operations</i>
	<i>Establish and implement required # hrs of training at hire and annually (create or identify training modules)</i>
	<i>Funding commitment for training opportunities</i>
Focus #2	ATTRACT & RETAIN THE BEST EMPLOYEES
	<i>Research HSA/FSA (could be offered to PTEs)</i>
	<i>Review compensation</i>

	<i>Conduct EE baseline satisfaction survey re their experience, ways to enhance their position, ensure staff feels appreciated, supported, and valued.</i>
	<i>Track turnover for full-time and part-time staff</i>
	<i>Develop succession planning for several roles</i>
	<i>Enhance spirit, relationships, and fun with bi-annual employee outings/events</i>
Focus #3	SUPPORT & VALUE VOLUNTEERS
	<i>Conduct baseline satisfaction survey (24) with volunteers, including experience, ways to enhance role, new opportunities and overall program; ensure volunteers feel appreciated, supported, and valued</i>
	<i>Create Volunteer Appreciation Event</i>
	<i>Train staff to utilize volunteers</i>
	<i>Create and implement a training module for volunteers with an annual refresher module</i>
	<i>Research platform for contacting volunteers en masse</i>
	<i>Create incentive program with premium items for volunteer occurrences</i>
	<i>Create exit interview and thank you gift program for regular volunteers</i>