

Project Overview: Strategic Planning Support

[Fort Worth Report](#) produces high-quality objective local journalism that informs public decision-making, addresses the quality of life of its community's citizens, holds policymakers accountable, and tells its readers' stories.

Background

Fort Worth Report (FWR) is a nonpartisan news organization serving Fort Worth and Tarrant County, Texas. FWR addresses the growing community need for independent, factual news in a growing news desert. FWR holds government officials accountable, finds solutions for community issues and strengthens a diverse and rapidly growing city and home county. The organization launched in 2021 and is a free news outlet, covering a variety of topics such as government, education, business, the environment, health care, etc. FWR's current need is to develop a 3-5 year strategic plan that creates multiple pathways to long-term financial sustainability and organizational growth. FWR is scheduled to start initial strategic planning in an upcoming August board meeting and aims to continue discussions during their October board retreat as well. FWR seeks to use this Service Corp opportunity in tandem with their internal brainstorming and solutioning sessions with the executive committee to arrive at a comprehensive long-term strategic plan for their organization. FWR seeks the support of a team of JPMorgan Chase volunteers to assist in developing financial sustainability goals and strategies that are ambitious, realistic, and measurable.

Description

A team of volunteers will support Fort Worth Report's strategic planning process by assessing and offering recommendations to bolster their financial sustainability plan. Volunteers will consider FWR's approach to diversifying revenue, increasing membership, and achieving sustainable organizational growth.

Milestones

- **Discovery:** Learn about Fort Worth Report's mission and financial sustainability goals. Understand FWR's value proposition, strategic priorities, funding model, and their goals for membership growth and revenue diversification.
- **Assessment:** Deepen understanding of FWR's strategic planning process and goals. Conduct market research and stakeholder interviews as-needed. Assess existing collateral. Share initial recommendations for the financial sustainability component of FWR's strategic plan
- **Recommendations:** Provide a structure for a strategic plan that will create a pathway to long-term financial sustainability. Present recommendations as well as a suggested timeframe for implementation and next steps.

Timeline: 10-12 weeks

Volunteer Skills Needed: Strategic Planning, Financial Analysis, Market Research, Demand Analysis, Stakeholder Management, Organizational Growth Planning, Business Plan Development, Research Analysis and Summary

Nonprofit Location: Fort Worth, Texas, all work is done virtually