



Strategic Plan & Campaign FAQs

Have questions about OLMA's strategic plan and priorities for the future? Below are some of the most frequently asked questions about the Vision 2025 & Beyond Capital Campaign.

What is strategic planning and why is it important?

OLMA has a compelling story, and one that we need to tell in a way that will motivate individuals, partners, and key stakeholders to engage in our vision and its implementation. All institutions need to evolve and grow to stay relevant. Our plan is intended to take us from where we are now to where we want to be in a way that is meaningful and direct enough for community members to easily understand our direction, the role they play in it, and how they belong.

Operationally, a strategic plan is an organizational strategy and vision document. It provides a compass for achieving our key priorities over a period of time. OLMA's strategic plan, to be implemented during a multi-year period, will inform our priority-setting and decision-making around several core pillars, as shared in the plan.

How were the campaign priorities selected?

Throughout the past year, OLMA conducted a process of strategic planning, ultimately leading to the development of the Vision 2025 & Beyond strategic plan. All levels of school leadership were involved in the comprehensive, months-long effort to define the future for OLMA. Through this process, eight clear areas of priority emerged as critical to ensuring OLMA's ongoing journey of excellence, innovation, and continued vitality. These core components can be found within our brochure and on our campaign website at <https://bit.ly/3A6GQjk>.

How will we know that the strategic vision is being translated into concrete action?

Ultimately the strategic vision will invite, encourage, and expect participation and collaboration across our community. Everyone who works for OLMA, supports the campus, or partners with us will own a piece of the Strategic Plan and the vision it sets forward for our community. It is up to each and every one of us to be highly engaged, constructive in feedback, and supportive of its implementation, assessment, and continual revision.

Does this replace the Annual Fund?

No, the Capital Campaign does not replace our Annual Fund. Instead, the Capital Campaign is "above and beyond;" it is an opportunity to give to the advancement of strategic plan initiatives. Annual Fund giving supports operational costs, such as staff salaries, existing programs, utilities, mailing, and general maintenance. The Vision 2025 & Beyond campaign contributions directly support the projects outlined in the campaign literature.

How do I make a Capital Campaign pledge?

Your prayers are so needed through this journey! As with all things, begin in prayer. Then, decide the pledge amount that aligns with what you are able to give over a multi-year timeframe. You may give the amount that you pledge in various ways over multiple years (or a one-time gift). Once you have come to a decision, please fill out a Campaign Commitment Form and return it to the school. Extra forms will be available at the school office as well as online on our campaign page (<https://bit.ly/3A6GQjk>).

How do I pay for my campaign pledge?

If you are contributing from your current income or bank savings, gifts can be made by cash, check, or online. Most financial institutions have bill pay services that allow your donations to be sent directly from your bank. Just sign up for your bank's online bill-paying service, and you are halfway there. You can have your campaign gift sent each week, month, quarter, or once for the entire year! Additionally, online giving is an option via our website, under the "Support" tab. If you make your gift online, be sure to select the "Capital Campaign" designation to ensure your gift is recorded appropriately.

Will other types of donations be accepted?

In addition to giving from current income or bank accounts, you can support the campaign in many other ways. Some additional gifting considerations are stocks, bonds, mutual funds, qualified charitable contributions from IRAs (if over 70.5 years of age), appreciated real estate, and more. If you are interested in giving in one of these ways, please contact development@olmanj.org to learn more.

When will my contributions begin?

Your contributions can begin as soon as you would like...we have received several gifts already! Some may choose to give an upfront gift the first year, some may decide to give weekly/monthly/quarterly throughout the campaign, and some give over three years (or more). Regardless of when you choose to start payments, we ask that you return a Campaign Commitment Form to the main office so that we can plan for campaign needs.

When will work begin? What components are priority?

Each component of *Vision 2025 & Beyond* will be funded and completed as our community's generosity allows! While we wish that all projects could be funded at the same time, we know that this process will take years, hence the *2025 & Beyond* part of our campaign name!

What can I do to make the campaign meaningful to me?

Stay engaged; get involved! As you learn more about the pillars of our campaign, think about how you can best advocate for our students, alumnae, and community. Our cabinet members are a great resource if you have questions or would like to learn more about why this campaign is so important to OLMA's future. We all need to move in one direction to achieve success!

Still have questions?

If you have any questions or want to talk about your contribution to the *Vision 2025 & Beyond* campaign, please contact our campaign manager, Richie Musser, at 484.364.0781 or rmusser@kirbysmith.com. You can also contact the school office at 856.697.2008 or speak to any of the great members of our campaign cabinet!