



Sonrisas Felices Strategic Plan - 2026

TEAM

CORE VALUES

“CREO”
MEANS
“I BELIEVE”

- Creativity: Realizing pathways that may not exist
- Resilience: Challenges come hard and fast, we must adapt
- Empathy: We always listen first and seek to understand
- Organize: Our superpower lies in our process and our partners

PRIORITIES

3 YEAR PICTURE

- \$400,000 in total revenue
- Dentistry expanded to at least 2 other regions of Nicaragua
- 6 additional education scholarships awarded
- Proven digital marketing platform usage and value

RHYTHMS

PROVEN PROCESS

- Execute a winning development plan (JEFF, BOARD)
 - Identify & qualify new funding sources
 - Complete supporting assets to engage w/funders
 - Engage with/apply to new funding sources
 - Enhance our system to create & deliver content/campaigns
- Execute a winning, doable communications plan (JEFF, BOARD)
 - Identify & qualify new channels (online, text)
 - Develop & execute retention/growth strategy w/existing donors
 - Develop & execute regular digital comms, priority is LinkedIn, Email, Website
 - Use our partners/advocates to help execute

ANNUAL GOALS

- \$150,000 in revenue
- 155+ dental clinics performed in SJDS
- At least 25 patients treated in private clinics
- At least 1 new education scholarship awarded
- Bring on 3 new board members

KPIs

Lagging

- Donations
- # of Dental Clinics
- # of Dental Patients / Students Served
- # of Scholarships
- New Partners

Leading

- Leads generated / LinkedIn Stats
- Grants applied to
- Existing donor contributions
- New donors

QUARTERLY PROJECTS

- Revenue: Raise \$30k in Q1, \$35k in Q2, \$35k in Q3, \$50k in Q4 (BOARD, JEFF)
- 30 dental clinics in Q1, 40 in Q2, 40 in Q3, 45 in Q4 (DR. KELLY)
- At least 1 new scholarship in Q4 (JEFF)
- SFEF (Q2), MOU Health&Help (Q2), Project Begin GN (Q3)