Letter to the Community

The West Virginia Nonprofit Association (WVNPA) is pleased to present an Executive Summary of our new three-year strategic plan. This plan was developed to recognize and respond to challenges and opportunities of thousands of mission-driven nonprofit organizations throughout West Virginia.

The theme for our three-year plan is “Serving Nonprofits. Strengthening West Virginia.” This theme reflects the core message of our plan, which defines values and commitments to empower organizations so they fulfill their missions, overcome challenges and meet community needs.

The WVNPA focuses on four overarching functions:
1. Provide a regionally delivered training platform that is developed according to the needs of the sector and each region.
2. To serve as a gateway for accessing a wide range of benefits and services that strengthen individual organizations and, in turn, a platform for agencies and other service providers to reach nonprofits.
3. To catalyze new thinking, best practices, and excellence in operations, planning, and achieving results.
4. To advance the nonprofit sector in the public’s eye, both building awareness and public support for the importance and work of nonprofits, and bringing a voice to the policy arena.

Working together, we can have a much greater impact. Please look for updates on our strategic plan implementation on our website and social media pages. Great things are in store for West Virginia’s nonprofit community.

Respectfully,
Laura Lee Haddad
Executive Director

What are our GOALS and OUTCOMES for the next three years?

**GOALS**

**FUND DEVELOPMENT**

- Diversify and sustain revenue for life-long success of the WVNPA.

**MEMBERSHIP**

- Grow the WVNPA membership.

**PROGRAMMING**

- Provide quality curriculum and resources that promote and support “WVNPA Principles and Practices for Nonprofit Excellence.”

**OUTCOMES**

- **Establish Revenue Generation Plan**
  - Establish a revenue generation plan to serve the next three to five years based on funding source and percent of budget by December 31, 2015.

- **Implement Revenue Generation Plan**
  - Implement the revenue generation plan by taking action on each funding source with specific plans to engage prospects, investors and fees for service programs by January 1st every year.

- **Establish a stable financial position in order to move toward the goal of becoming an independent 501-C3.**

- **Achieve an 80% retention rate.**

**GOALS AND OUTCOMES**

- **Achieve a stable financial position in order to move toward the goal of becoming an independent 501-C3.**

**Cultivation**

- Identify and implement at least five cultivation activities.

**Recruitment**

- Recruit at least 50 new members per year.

**Retention**

- Maintain at least an 80% retention rate.

**Develop curriculum for at least two principles each year as indicated by the online assessment tool/regional evaluations.**

**Create a list of content experts to provide consultation on each principle.**

**Develop awareness campaigns targeting nonprofits in all 9 regions, a minimum of 25 investors and 5 to 5 government entities.**