



Nonprofit Association of Washington

2023-2025 Strategic Plan

Mission

The Nonprofit Association of Washington convenes a powerful network of nonprofit organizations across Washington State to learn, advocate, and collaborate so that nonprofits can achieve their missions.

Vision

A vibrant nonprofit sector that is a valued partner in strengthening communities.

Values

- **Equity and access** – Improving equity within our organization and the nonprofit sector overall is foundational to achieving our mission. We strive to make our programs and network accessible to all.
 - **Curiosity** – We value curiosity, continuous learning, and improvement. We strive to be adaptable and remain open to new ways of advancing a more just society.
 - **Care for people** – Nonprofit Association of Washington prioritizes the welfare and wellness of our staff, partners, and community members.
 - **Relationships** – We believe in the power of relationships and are committed to building strong, equitable, and accountable relationships with individuals and organizations.
 - **Integrity** – We behave in an honest and ethical way.
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Equity Statement

NAWA works to change systems in order to liberate the nonprofit sector from the current inequities and achieve racial, gender, economic, and social justice for those who are systematically denied.

Strategic Priorities

1. Transformational Learning
2. Powerful Advocacy & Systems Change
3. Meaningful Community Engagement
4. A Strong Base of Financial Support
5. Employee Well-being & Retention

Goals & Objectives

Transformational Learning - As the leading source of nonprofit learning and professional development in Washington State, enhance the skills of nonprofit leaders to transform nonprofit organizations.

1. Create opportunities for nonprofit workers to learn through innovative, high-impact learning programs.
2. Encourage learners to explore new perspectives, examine their own beliefs, and gain deeper self-awareness.
3. Create space for leadership development that fosters self-efficacy. Encourage nonprofit workers to set new directions, build coalitions, and overcome obstacles.

Powerful Advocacy & Systems Change - Build a powerful network of advocates and reshape nonprofits' partnership with government.

1. Expand and strengthen our network of advocates.
2. Identify and act on critical policy issues affecting nonprofits.
3. Build Policy & Advocacy infrastructure at NAWA.
4. Show government partners and larger community the value of nonprofits as a sector.

Meaningful Community Engagement - Build connections among nonprofit people and bridges across organizations.

1. Build relationships and support nonprofits, especially those based in marginalized communities, in understanding challenges, exploring solutions, and leading change.
2. Create networks that build synergy in communities across the sector, resulting in strategic collaboration with structural feedback loops.
3. Increase NAWA memberships through an inclusive program rooted in the celebration of nonprofits.
4. Build an empowered membership that engages with NAWA to push initiatives forward and participates in NAWA and sector leadership.

A Strong Base of Financial Support - Diversify funding streams and increase aligned and unrestricted revenue.

1. Use targeted approaches to achieve a steady rate of growth of the NAWA membership base.
2. Grow grant funding by leveraging existing networks and presenting new investment opportunities.
3. Continue contracting with government agencies with aligned goals to reach and build the capacity of nonprofits.
4. Utilize the Washington State Nonprofit Conference as an opportunity to raise sponsorship funding and drive membership renewals.

Employee Well-Being & Retention - Attract and retain excellent staff and build a strong and well-supported team.

1. Recruit, retain, and support a high-functioning, diverse, and appreciated staff team.
2. Right-size workloads for all staff and implement systemic changes to address overwork and burnout.