



Strategic Plan Update – Fall 2020

As we approach 2021, we affirm the strategic priorities of our 2018 strategic plan below and offer an update on our direction. Equity continues to be an overarching commitment integrated into our programs and organizational life. We are improving our board and staff recruitment processes, learning about anti-racism and anti-bias work, updating our policies, investing in BIPOC leadership development, and sharing funding with BIPOC-led partners.

Powerful Programs

Learning & Networks: Our learning programs continue to grow, with a focus on responsive programming based on demand from our nonprofit members. We are expanding our foundational learning offerings of training workshops and conferences to embrace convening, coaching, peer learning and connection. We will place a special emphasis on relationship building and relevant service to rural communities and communities of color, often in alliance with capacity builders based in communities of color. We are diversifying our corps of trainers and are investing more in regional outreach.

Public Policy Advocacy: We are building relationships with policymakers and bringing valuable information about the nonprofit sector to inform decisions. We are convening nonprofit advocates across fields of service to work together and educating nonprofits regarding how to advocate for their own missions. We have embraced civic engagement and mobilized nonprofits to get out the count for the 2020 Census.

Collaboration: The crises of 2020 have underscored the importance of collaboration. Washington Nonprofits is using our position to spark increased collaboration among capacity builders, advocates and nonprofits. We are in regular communication with funders to advocate improved philanthropic practices. We will continue to support the BIPOC ED Network and build new affinity groups within our membership. We will invest in community engagement to grow and activate our membership network and build up our regional staffing and support for local nonprofit networks.

Strong Organization

Communications: Getting accurate information out quickly has been a key goal during the pandemic. We are visible voice and champion for nonprofits. Our *Nonprofits: Vital to Recovery* campaign elevates the entire nonprofit sector. We have invested in communications staff so we can do more storytelling, knowledge sharing and engagement. We will improve our communications and explore re-branding that better reflects our mission and vision.

Financial Strength: Our membership has grown in spite of difficult financial times for nonprofits. Funders have invested, recognizing the key role we play during a crisis. We will work to continue to earn their trust and diversify our partners, knowing that earned revenue is likely to suffer until in-person events can resume and until the economy recovers. We are ending 2020 in a strong financial position.

Organizational Health: We invested to help all staff members work from home successfully. We will invest in progressive human resources practices to attract and retain excellent staff. We will expand the board with a focus on racial, geographic, gender and age diversity. We will explore what our workplace will look like in the future, including work from home options and reconfigured office space.



STRATEGIC PLAN

2018 - 2021

Mission

We make sure nonprofits have what they need to succeed through learning, advocacy and collaboration.

Vision

A strong, united nonprofit sector that is a valued partner in creating thriving communities across Washington.



Equity Statement

As part of our commitment to revolutionize nonprofits' place in our state and world, Washington Nonprofits is committed to be a champion and a leader in the quest for diversity, equity, and inclusion in the nonprofit sector. For us, this means using a diversity, equity, and inclusion lens in all the work we do, including looking at ourselves as a nonprofit. We know this means constant learning. If we err, we ask for grace and further discussion, so we can hold ourselves accountable to communities of color, rural communities and others who have been marginalized, and can continue learning and being challenged. We welcome the greater discussion, so we can make the strongest decisions for the issues that affect our membership and become a leader in learning and supporting diversity, equity, and inclusion for our state's non-profit organizations.

Powerful Programs

Learning & Networks: Build on the success of our learning program, expanding our offerings and strengthening networks among nonprofits

Public Policy Advocacy: Create a positive climate for nonprofits, enhance nonprofit partnerships with government, and empower nonprofits to advocate for their missions

Collaboration: Work together with partners to create a powerful, equitable nonprofit sector

Strong Organization

Communications: Be a visible, leading voice and champion for nonprofits

Financial Strength: Build membership, diversify funding partners and increase earned revenue

Organizational Health: Run a functional organization with good infrastructure and sound human resources practices that attract and retain excellent staff and board members



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