

United Way Strategic Plan
2004 - 2009

Adopted – October 28, 2004
Last Reviewed [insert date]



**United Way
of Southwest Alabama**

MISSION

Lead resource development and collaboration through partnership with agencies and the community so that we strengthen our community and improve lives

INCREASE GIVING AND INVEST WISELY IN THE COMMUNITY

Add Online Giving Capabilities to Website to Reach Additional Donors

Target Date: 2004 - 2006

Develop Year Round Approach to Increase Resource Development through Inclusion of Youth, New Businesses, Planned Giving, Grants, and Other Areas

Target Date: 2005 - 2007

Restructure Community Investment Process with Added Objectivity Rankings and New Venture Grant Program

Target Date: 2005 - 2007

Conduct Market Analyses to Identify Potential Areas for Growth and Develop Strategies to Approach New Prospects

Target Date: 2005 - 2009

RAISE THE UNDERSTANDING AND VALUE OF UNITED WAY WITHIN OUR COMMUNITY

Develop a Comprehensive Interactive Website Highlighting All United Way Activities with Targeted Messaging for Interest Groups

Target Date: 2004 - 2006

Increase Awareness through Media Appearances and Use of United Way Logo in Stories about United Way and United Way Agencies

Target Date: 2004 - 2009

Initiate an Aggressive Year-Round Awareness Campaign Emphasizing United Way Activities and Programs and Agency Services

Target Date: 2005 - 2007

Develop Awareness Events to Engage Diverse Segments of the Community with United Way

Target Date: 2006 - 2009

LEAD AND STRENGTHEN COMMUNITY PARTNERSHIPS

Develop a Community Partnership to Raise Awareness of and Participation in the Earned Income Tax Credit Program

Target Date: 2004 - 2005

Develop a Community Partnership to Implement Area-Wide 2-1-1 Information & Referral Program

Target Date: 2004 - 2006

Plan and Conduct Three-County Needs Assessment as Part of Ongoing Community Planning and Convening of Community Leaders

Target Date: 2005 - 2007

Serve as a Resource Center Sponsoring Agency Training and Development Sessions

Target Date: 2005 - 2008

BUILD THE CAPACITY OF THE ORGANIZATION

Perform Analyses of Current Roles and Responsibilities of Staff to Achieve Maximum Effectiveness Across All Activities

Target Date: 2005 - 2007

Continue Analysis of Technology Needs and Enhance Training for Staff on Usage

Target Date: 2005 - 2007

Schedule Internal Staff Awareness Sessions to Better Understand Agencies, Volunteers, and Other Community Constituencies

Target Date: 2005 - 2007

Increase Participation of Board and Staff in Training Events, Development Opportunities, and Education Sessions

Target Date: 2005 - 2008