



**Strategic & Operational Plan
2020 - 2023**

Goals, Strategies, and Tactics

Area: Training & Programming				
Goal: Enhance DCNP’s training, programming, partnerships, and overall program sustainability.				
Strategies	Tactics	Timeframe (Priority)	Who’s Responsible	Status
Strategy 1: Maintain and enhance high-quality programs that are tied to the needs of organizations located in or serving DeKalb County.	Tactic 1: Design and implement inclusive training and programming that is relevant for employees, volunteers, and board members at all levels of organizations.		Program Committee	
	Tactic 2: Maintain and enhance a master program matrix and evaluate the program offerings.		Program Committee	
	Tactic 3: Develop a financial sustainability plan related to the continuity of the MicroGrant Program.		Program Committee	
	Tactic 4: Develop financial and programmatic sustainability plans related to the continuity of the Internship Program.		Program Committee	
Strategy 2: Explore program opportunities and partnerships for the benefit of organizations located in or serving DeKalb County.	Tactic 1: Explore innovative programming and training methods to meet the needs of DCNP members and the nonprofit sector.		Program Committee	
	Tactic 2: Explore, cultivate, and assess partnerships with other organizations that align with DCNP’s mission.		Program Committee	
	Tactic 3: Explore enhanced collaboration opportunities (e.g., back office support) and determine feasibility through pilot program.		Program Committee	
	Tactic 4: Explore opportunities to expand Internship Program and determine feasibility of expansion.		Program Committee	
	Tactic 5: Explore and develop MOU with key partners at educational institutions for Internship Program continuity and long-term sustainability.		Program Committee	

Area: Marketing & Membership

Goal: Enhance DCNP's membership model, engagement, brand, and outreach strategies.

Strategies	Tactics	Timeframe (Priority)	Who's Responsible	Status
Strategy 1: Maintain and enhance membership for organizations located in or serving DeKalb County.	Tactic 1: Enhance and implement recruitment and retention strategies including exploring alternative membership models.		Marketing & Membership Committee	
	Tactic 2: Annually assess membership fee structure that is affordable yet focused on the value of DCNP.		Marketing & Membership Committee	
	Tactic 3: Explore additional membership benefits and enhance existing benefits.		Marketing & Membership Committee	
Strategy 2: Maintain and enhance membership engagement for organizations located in or serving DeKalb County.	Tactic 1: Conduct annual membership engagement analysis and create and analyze biennial member survey.		Marketing & Membership Committee	
	Tactic 2: Utilize data from engagement analysis, membership survey, etc. to explore engagement opportunities.		Marketing & Membership Committee	
	Tactic 3: Explore and implement methods of engagement for members throughout DeKalb County and by subsector.		Marketing & Membership Committee	
Strategy 3: Maintain and enhance DCNP's brand and outreach strategies.	Tactic 1: Develop and implement a comprehensive marketing and communication plan.		Marketing & Membership Committee	
	Tactic 2: Explore additional communication opportunities to enhance awareness of the nonprofit sector and reinforce the value of DCNP.		Marketing & Membership Committee	
	Tactic 3: Assess the value of DeKalb County Nonprofit Study and determine frequency or continuation.		Marketing & Membership Committee	

Area: Governance & Leadership

Goal: Enhance DCNP's governance, internal processes, financial management, and data-driven decision making.

Strategies	Tactics	Timeframe (Priority)	Who's Responsible	Status
Strategy 1: Maintain and enhance effective leadership of DCNP through inclusivity, financial support, and data evaluation.	Tactic 1: Identify and recruit diverse leaders to join DCNP committees (e.g., age, leadership level, geographic, race/ethnicity).		Nom & Gov Committee	
	Tactic 2: Utilize the DCNP key indicators framework within the DCCF strategic plan to evaluate and audit programs and activities, and to identify opportunities.		Nom & Gov Committee	
	Tactic 3: Enhance and develop strategic funding opportunities for DCNP programming, potential staff expansion, and/or new initiatives.		Nom & Gov Committee	
	Tactic 4: Research the nonprofit sector in DeKalb County using a variety of methods and communicate the results.		Nom & Gov Committee	
	Tactic 5: Annually assess Give DeKalb County's benefit to member organizations and donors, the impact on DCNP/DCCF workload, and evaluate platform provider costs, usability, and success rate.		Nom & Gov Committee and Give DeKalb County Committee	