Alliance OF ARIZONA NONPROFITS

strategic action plan

2021-2023
mission

*What we do and why*

Our mission is to unite, strengthen, and advance Arizona’s nonprofit sector.

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vision

*Our shared dream for the future*

We envision an Arizona where all nonprofits are valued, empowered and thriving.

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values

*What we stand for*

- Credible
- Collaborative
- Diverse & Inclusive
- Leaders
- Innovative
- Integrity-Driven
- Responsible
strategic goals

GOAL 1: Nonprofits across Arizona are engaged and informed, and the membership represents the sector’s diversity in size, cause area, and geographic location.

GOAL 2: The Alliance is a powerful force on policy issues, advocacy, and decision-making related to the nonprofit sector in Arizona.

GOAL 3: The Alliance achieves abundant financial resources and staffing to take advantage of opportunities to serve nonprofits across Arizona.

GOAL 4: The Alliance models DE&I leadership internally, and in the community.

GOAL 5: The Alliance collaborates with funders to advocate for nonprofits and address desired systems change.
Nonprofits across Arizona are engaged and informed about the work of the Alliance, and the membership represents the sector’s diversity in size, cause area, and geographic location.

**Strategy 1:** Target marketing strategies to focus on statewide outreach, geographic representation, and membership.

**Strategy 2:** Utilize surveys, focus groups and other two-way processes to ensure decisions and actions fully represent the voice of the sector.

**Strategy 3:** Ensure our work is inclusive of and informed by diverse voices from all parts of the state.

**Strategy 4:** Leverage the board and partnerships to grow membership, expand sector capacity, and spread awareness of the Alliance.

**Strategy 5:** Operate the business of the Alliance using state-of-the-art data tools.
goal 2 The Alliance is a powerful force on policy issues, advocacy, and decision-making related to the nonprofit sector in Arizona.

**Strategy 1:** Expand and strengthen our advocacy capacity, resources, and communication.

**Strategy 2:** Establish and deepen relationships with legislators, elected officials, and state agencies.

**Strategy 3:** Expand the engagement and reach of the Nonprofit Policy Council.

**Strategy 4:** Develop clear, consistent and trusted communication pieces and data to tell the story of our advocacy work.
goal 3

The Alliance achieves abundant financial resources and staffing to take advantage of opportunities to serve nonprofits across Arizona.

**Strategy 1:** Develop and implement an array of diverse revenue generating activities.

**Strategy 2:** Identify and apply for new and expanded grant opportunities.

**Strategy 3:** Use benchmarking from other associations to develop future projections and a financial model for growth.
goal 4

The Alliance models DE&I leadership internally, and in the community.

**Strategy 1:** Publicly acknowledge the Alliance's stance on systemic racism and solutions and visibly support DE&I efforts.

**Strategy 2:** Undergo self-reflection and internal evaluation of processes and programs for bias and equitable representation.

**Strategy 3:** Partner with established thought leaders and organizations to identify best practices and integrate DE&I efforts.
goal 5  The Alliance collaborates with funders to advocate for nonprofits and address desired systems change.

Strategy 1: Create more informal and formal partnerships with the philanthropy community.

Strategy 2: Build and facilitate opportunities for direct connection and conversations between nonprofits and funders.

Strategy 3: Collaborate with other nonprofits and advocates to engage funders and raise the profile of systemic funding issues.