



HELP ON THE HOMEFRONT

STRATEGIC PLAN 2019-2023

Vision:

To be recognized by the community as a leader for veteran servicing organization by forging connections with community stakeholders to achieve exceptional results.

Mission:

To connect service members, veterans and their families, from ALL eras, wounded or not, with services, programs and resources to mitigate crisis, improve their lives and empower them to prosper in the community.

Goals:

- 1) Position ForcesUnited as the premier non-profit veteran service organization and the first choice for donors.
- 2) Establish beneficial, strategic, and collaborative partnerships to enhance outreach and programs to veterans.
- 3) Build an organizational environment that attracts and retains "Best in Class" employees.
- 4) Increase annual giving by diversifying and expanding strategies and sources to generate funds.

Strategies:

- 1) PR, Marketing, Branding; Communication plan; Development plan; Donor base plan.
- 2) Alignment of partners; Collaborate community & military; Corporate donors; Strategic partnerships.
- 3) Benefits, wages, compensation; Facilities; Technology
- 4) Financial stabilization & growth; Development plan; Building Technology.

OBJECTIVES 2021

Goal 1: Position ForcesUnited as the premier non-profit veteran service organization and the first choice for donors.

- a) Create 12 month communication plan around mission, that includes development and program events; and veteran outreach phased approach with plan; June 2021
- b) Evaluate methods of improving and measuring veteran client satisfaction and implement success criteria; June 2021
- c) Evaluate internal technology resources to execute revised or new systems for improved service delivery, efficiency and cost savings; June 2021

Goal 2: Establish beneficial, strategic, and collaborative partnerships to enhance outreach and programs to veterans.

- a) Evaluate current and potential partners in local veteran success platform and engage in mission delivery and develop 12 month plan of engagement; December 2021
- b) Develop an engagement plan of engage regional, state and national veteran support leaders in private, non-profit and govt sector; June 2021

Goal 3: Build an organizational environment that attracts and retains "Best in Class" employees.

- a) Evaluate options to value human capital resources to retain and engage best in class employees; December 2021
- b) Establish internal accountability measures across all service lines; December 2021
- c) Conduct an operational space analysis and based on the results develop a feasibility plan for launching a capital campaign; February 2021.

Goal 4: Increase annual giving by diversifying and expanding strategies and sources to generate funds.

- a) Create 12 month comprehensive development plan to support operations; January 2021/evaluate December 2021
- b) Cultivate and establish new major donor objectives; June 2021
- c) Develop a comprehensive financial sustainability model for Forces United that supports a \$3M organization by 2024 that includes annual, major and planned gifts; December 2021