

PANO's 2014-2017 STRATEGIC PLAN OVERVIEW

VISION: PANO envisions a vibrant, thriving community where people reach their fullest potential.

MISSION: PANO amplifies the impact of the community benefit sector through advocacy, collaboration, learning and support.

Strategic Priorities

ADVOCACY

Speaking up for the community benefit sector and empowering others to do so

The strong collective voice of the community benefit sector must influence policy solutions for thriving communities

COLLABORATION

Evidence-based facilitation, training and resources that set the conditions for successful partnerships with and among organizations

Individuals and organizations across sectors must work together to efficiently maximize resources to achieve unparalleled community benefit

LEARNING

A continuum of educational engagements that meet people where they are

The community benefit sector must have a valued and respected, paid and volunteer workforce to support thriving communities

SUPPORT

Foundational services for community benefit organizations

Community benefit organizations must free up time and resources to focus on mission advancement

COMPELLING COMMUNICATION

Common messaging designed to increase appreciation for the community benefit sector

The community benefit sector must promote thriving communities with a unified voice.

ORGANIZATIONAL HEALTH

Revenue streams, staffing and infrastructure support PANO's strategic directions

PANO must model what works and must have abundant resources to achieve our mission

ADVOCACY

- Build statewide relationships to learn, share, promote & partner on advocacy.
- Gather and share sector impact data for Pennsylvania.
- Expand PANO's Public Policy Committee and develop 2015-2016 Public Policy Agenda.
- Ignite advocacy engagement for people in nonprofits and communities.

COLLABORATION

- Collect stories about effective and ineffective collaborations and do primary analysis to identify conditions needed for success.
- Develop evidence-based educational and consulting services, based on both secondary and primary research.
- Identify opportunities for and assist in the facilitation of collaborations between organizations and communities through convening, training and related resources .

LEARNING

- Plan and offer themed monthly training & membership offerings.
- Build annual collaborative conferences.
- Pilot new approaches to learning.
- Pilot safe spaces for individuals to learn, connect, innovate and share.
- Create customized training and planning services to support organizational & community capacity-building.

SUPPORT

- Develop a resource library of "all things nonprofit."
- Enhance the already-existing Nonprofit Help Desk.
- Offer products & services that increase members' bottom line through cost-savings.
- Collect and analyze information relevant to nonprofit work.
- Implement Interim Executive Director Program.
- Offer back-office services that nonprofits value (e.g. bookkeeping, human resources).

COMPELLING COMMUNICATION

- Complete PANO's communication plan.
- Highlight and amplify the voice of the sector by telling the community benefit sector story.
- Engage PANO's target audience through multi-directional communication.
- Share news and resources .
- Rebrand the nonprofit sector, starting with PANO.

ORGANIZATIONAL HEALTH

- Develop and implement planned membership drives.
- Develop fee-based services.
- Build corporate and grant support.
- Grow and develop staff and volunteer base.
- Build internal systems for an efficient, sustainable infrastructure.