

# Greater Pittsburgh Nonprofit Partnership – 2012 Strategic Plan



## Constituency Services (Membership)

### 2012 Goals:

1. 350 nonprofits in the region are GPNP members.
2. There is a 75% member retention rate.
3. 75% of member organizations are active in GPNP activities.
4. Member organizations are provided with tools that enable them to tell a consistent message about the GPNP and the value of their investment.
5. Communications vehicles and messages support the retention of existing and the attraction of new members; these vehicles are standardized & issued routinely.

### 2011 Tactics:

1. Secure sponsorships totaling \$10,000.
2. Implement a new member referral campaign.
3. Develop & implement an internal communications strategy.
4. Implement Just Breakfast sessions.
5. Host at least 6 member orientation sessions.
6. Explore joint purchasing initiatives to enhance member benefits.
7. Host at least one advocacy training session.
8. Host at least two media training sessions.
9. Evaluate the benefit of an ad hoc program committee.
10. Develop member benefits package that supports the value of the GPNP membership.
11. Finalize the web site upgrade; train on tools.
12. Communicate with members to raise awareness of their benefits.

## Regional Voice (Public Policy)

### 2012 Goals:

1. GPNP member organizations are knowledgeable & actively engaged in advocacy efforts.
2. Allegheny County and PA Elected officials no longer explore the nonprofit sector as a new tax base.
3. The GPNP is recognized as the voice of the nonprofit sector by the media, government and private sector leaders.
4. GPNP members participate in the implementation of P32 recommendations relevant to the nonprofit sector.

### 2011 Tactics:

1. Develop white paper(s) that informs government relevant to issues critical to GPNP members.
2. Complete legislative visits with newly elected state leadership in Southwestern PA region.
3. Complete PA "Budget Watch" education sessions.
4. Co-host legislative retreat for elected officials with Institute of Politics.
5. Develop & Implement an external communications plan.
6. Continue participation in P32 & encourage member participation in the implementation of the recommendations.
7. Actively participate in state-wide and national coalitions that bring resources, information and power to the issues on which we are advocating.

**Vision:** our region's nonprofit sector gives citizens a greater voice, inspires public participation and promotes a vibrant community.

**Mission:** The Greater Pittsburgh Nonprofit Partnership strengthens our region by improving the viability, impact and effectiveness of nonprofits.

**Tagline:** "Bolstering the nonprofit sector to build a better region."

**Background:** Our area's nonprofit organizations came together on November 15, 2005 for common purposes pressing our vision for community well-being, promoting philanthropy broadly, and engaging the public and policymakers in honest dialogue about our future.

## Organizational Vitality (Advisory Team)

### 2012 Goals:

1. Implement a funding plan that diversifies our revenues so that no one source of revenue exceeds 50% of our funding.
2. GPNP has developed and implemented a sustainability plan that enables the organization to be proactive,

### 2011 Tactics:

1. Approve & implement a funding model that supports at least one full-time resource.
2. Revise Advisory Team roles and responsibilities to include giving & recruitment responsibilities.