

Alliance of Coalitions for Healthy Communities Strategic Direction

Alliance Mission: Empowering healthy communities through innovative prevention, wellness and recovery support

Strategic Focus	Goals (Desired Outcome)	Strategies (What's Needed)	Action Steps (How to get there)	Notes
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Development	Revenue Growth	Increased unrestricted funds	Explore fund development events, i.e. Benefactors Dinner	
		Diversification of funding sources	Maintain current efforts; evaluate new opportunities	
	Engagement of new and existing supporters	Solid and consistent donor and volunteer base	Assess needs	
			Engage potential and existing donors and volunteers	
			Identify and attract new donors and volunteers	
Operational Realignment	Reevaluate Coalition model	Establish consistency in Coalition expectations	Develop performance metrics	
			Realign/reevaluate to a regional-led structure reporting up to the CEO	
			Design equitable distribution of funding model	
	Strengthen internal structure	Invest in HR & DEI initiatives	Restructure HR function	
			Implement DEI strategy	
			Strengthen employee satisfaction and talent development	
			Implement performance metrics	

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Operational Realignment (continued)	Strengthen internal structure (continued)	Solidify operational structure	Evaluate and refine the organizational chart with a long-term focus	
			Refine and reallocate roles, responsibilities, and accountability to ensure continued efficiency and impact	
Strategic Communications	Top-of-mind awareness	Better name recognition	Determine potential action steps	
		Solid corporate communications plan	Develop and implement a plan	
		Enhanced digital presence	Increased social media presence	
			Engage team and supporters in social media efforts	
			Utilize social media and other channels to drive users to revamped website and resources	