

2022-2025

Strategic

Priorities

Alliance of Coalitions for  
Healthy Communities

**Fund Development**

**Strategic Partnerships**

**Diversity, Equity & Inclusion**

**Marketing/ Communications**

# 2022-2025 Strategic Priorities Detail

	<b>Goals (Desired Outcome)</b>	<b>Strategies (What's Needed)</b>
<b>Fund Development</b>	<ul style="list-style-type: none"><li>• Increased Revenue</li><li>• Solid Financial Foundation</li><li>• Fundraising Expertise</li></ul>	<ul style="list-style-type: none"><li>• Diversified funding streams</li><li>• Reserve Fund</li><li>• Collaborative fundraising efforts</li><li>• Fund Development team</li></ul>
<b>Strategic Partnerships</b>	<ul style="list-style-type: none"><li>• Solid Partnership Network</li><li>• Strong Volunteer Base</li></ul>	<ul style="list-style-type: none"><li>• New Partners</li><li>• Strong existing partners</li><li>• Capacity - dedicated human resources to manage the volunteer effort</li><li>• Coordinated approach to engaging volunteers</li><li>• Ongoing learning opportunities</li></ul>
<b>Diversity, Equity &amp; Inclusion</b>	<ul style="list-style-type: none"><li>• Culturally competent Board and workforce</li><li>• Diverse employee base, including program staff who are representative of the audience served</li></ul>	<ul style="list-style-type: none"><li>• Diversify recruitment outreach</li></ul>
<b>Marketing/ Communications</b>	<ul style="list-style-type: none"><li>• Strong brand/ Broader name recognition</li></ul>	<ul style="list-style-type: none"><li>• A focused and coordinated Marketing Communications effort</li></ul>