

# STRATEGIC PLAN



United Way of  
South Central Kentucky

## ① COMMUNITY AWARENESS

### The Objective

 *Increase awareness of United Way of South Central Kentucky*

- Regularly use social media to increase visibility across the region.
- Produce press releases for all events, grant awards, major donor presentations, volunteer projects, etc.
- Be present at Chamber of Commerce, Interagency, Ministerial Association, and other community events as possible.
- Join Chamber of Commerce in all service counties.
- Update display and marketing materials.
- Obtain branded shirts for Board and Staff.

### Timeline

 *Ongoing and permanent but with major emphasis for two years.*

## 2 DIVERSIFIED INCOME STREAMS

### The Objective

#### **Secure new income sources**

- Develop new Affinity Groups and increase participation in all Affinity Groups.
- Establish new relationships with corporate donors.
- Seek and secure grant funding.
- Increase frequency of special events.
- Seek and secure new partners for Workplace Campaigns.
- Pursue opportunities for “round up” donations through local business and through community credit/debit card enrollment.

### Timeline

#### *Ongoing and permanent but with major emphasis for three years.*

## 3 VOLUNTEERISM AND BOARD ENGAGEMENT

### The Objective

#### *Increase volunteer and board involvement*

- Develop updated board expectations.
- Pursue and establish new opportunities for volunteer engagement.
- Increase volunteer database.

### Timeline

 *Ongoing and permanent but with major emphasis for five years.*

## 4 REGIONAL IMPACT

### The Objective

 ***Improve data collection for impact work and define areas of unmet needs***

- Develop data tracking tools for Partner Agencies.
- Implement Community Needs Survey across the region.
- Promote Kentucky 2-1-1 services across the region.
- Use data received to define areas of unmet needs then develop impact strategies to meet those needs.
- Seek and secure grant opportunities to increase support for impact work.

### Timeline

 *Ongoing and permanent but with major emphasis for five years.*

### The Objective

 ***Intentionally make decisions that provide fair treatment, access and opportunity for all people***

- Develop official DEI statement.
- Identify specific inequities in our region then develop impact strategies for those inequities.
- Be involved in community events promoting diversity, equity and inclusion work as possible.
- Seek and secure grants for targeted DEI impact work.
- Intentionally choose diversity in vendor choices.
- Implement required annual training for all Board and Staff.
- Adhere to United Way Worldwide requirements for DEI work.

### Timeline

 ***Ongoing and permanent with major emphasis for two years.***