



NRC STRATEGIC PLAN

2017-2020

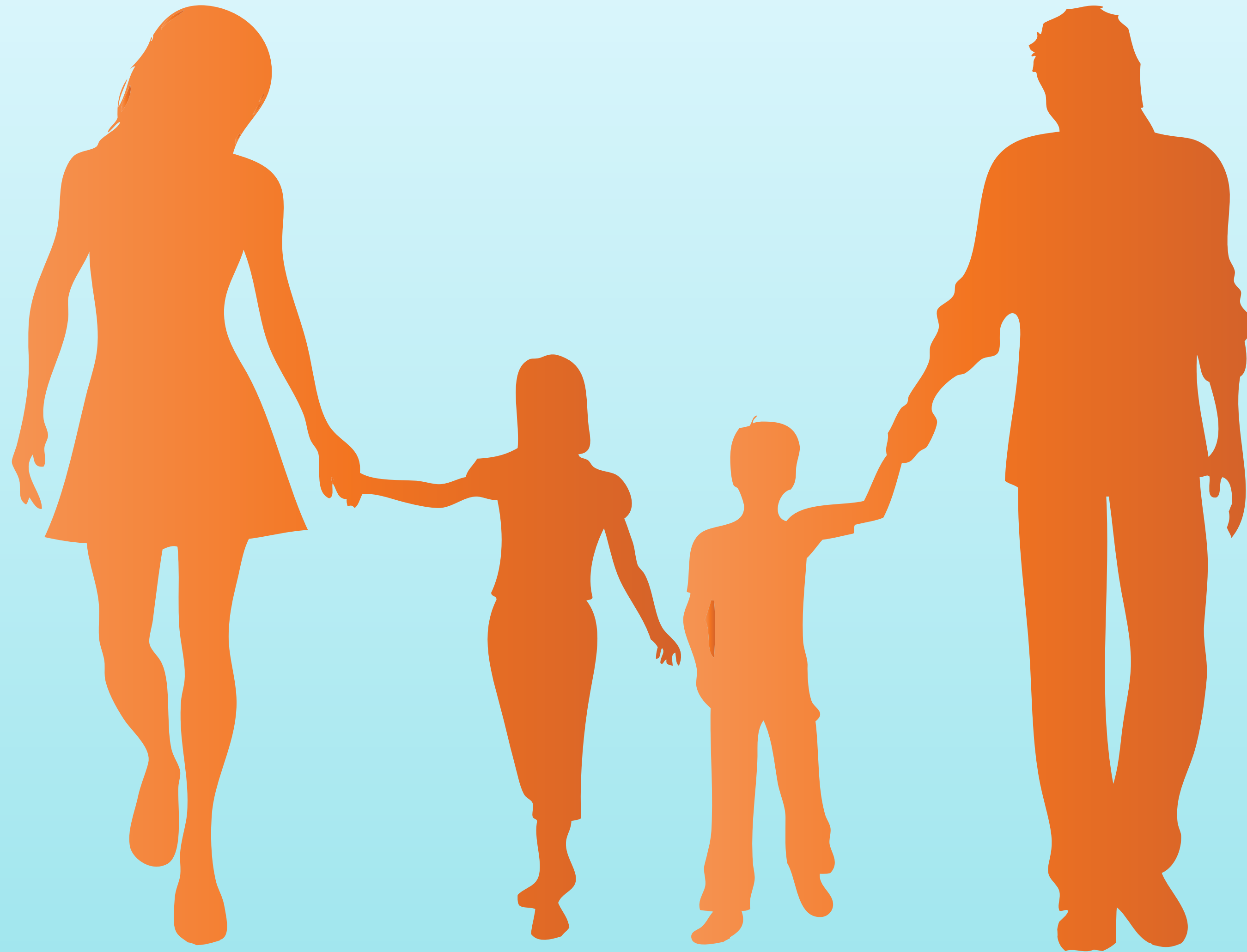
We are all connected.



Vision: A thriving, inclusive
Greater Fulton



We serve the entire family.



Clarify Scope of **Services**

Prioritize, Define What We Do — and How We Do It



Define what we don't do
and what our partners can do

Balance grassroots with structure

Acknowledge people and perspectives

Process for decision-making

Determine capacity

Continue Greater Fulton's Future work



Develop ongoing goals and process

What is NRC-coordinated?

What is civic association-coordinated?

Outcomes: Stakeholders know what's happening at NRC and in Greater Fulton

Tell our story well to all stakeholders



Develop **communications** strategy & plan

Improve frequency and relevance

Cross promote

Increase sharing

Capture NRCs one thing; the story we want to tell/share

Tell our story well to all stakeholders

Collect and share **communications** impact data (scope, reach, quantity, timeframes, etc.)

Update website: focus on impact and strategy

Create mechanism to receive feedback

Update neighborhood on initiatives and programs

Outcomes: Stakeholders' participation



Sustainably increase funds



Update **fund development** plan

Develop long-term, multi-year plan for donor development

Develop approach for individual donor cultivation and stewardship for Board members

Gain greater commitment from funders to capacity-building over time

Outcomes: Stability, better service, income predicability

Strengthen the Board



Create and implement board development process

Processes, goals, outcomes, network, prioritization

Strategy review methodology

Board/staff integration: half day "hanging out" with Staff

Strengthen board fund development function (fundraising)

Outcomes: Increased Board member involvement, sustainability, generated resources

Increase volunteer and intern engagement to improve NRC **capacity**

Develop, implement volunteer & intern management program

Implement Service Enterprise Model/Points of Light training

Engage AmeriCorps resources

More large scale community volunteer days ... garden, outdoor beautification, community clean ups, etc.

Explore time banking model

Implement systems of feedback and appreciation to reduce turnover where possible



Increase volunteer and intern engagement to improve NRC **capacity**

Fund and employ volunteer coordinator

Develop intake process for each program

Develop Community outreach: open houses, neighbor orientations, door to door, churches

Streamline “onboarding” - training and orientation for volunteers

Certification as a service enterprise

Outcomes: Increased capacity/ More families served



Work more closely with the community to **advocate** needs and issues



Update and implement community engagement plan;
Executive Director, Board, Civic Association

Address gentrification

Research other communities' solutions

Work with planning consultant, address proactively

Help old and new neighbors build relationships:
neighborhood events, community movies,
welcome new neighbor, etc.

Work more closely with the community to **advocate** needs and issues



Transportation access

Investigate other communities' solutions / Help residents make their voices heard

Future of the community

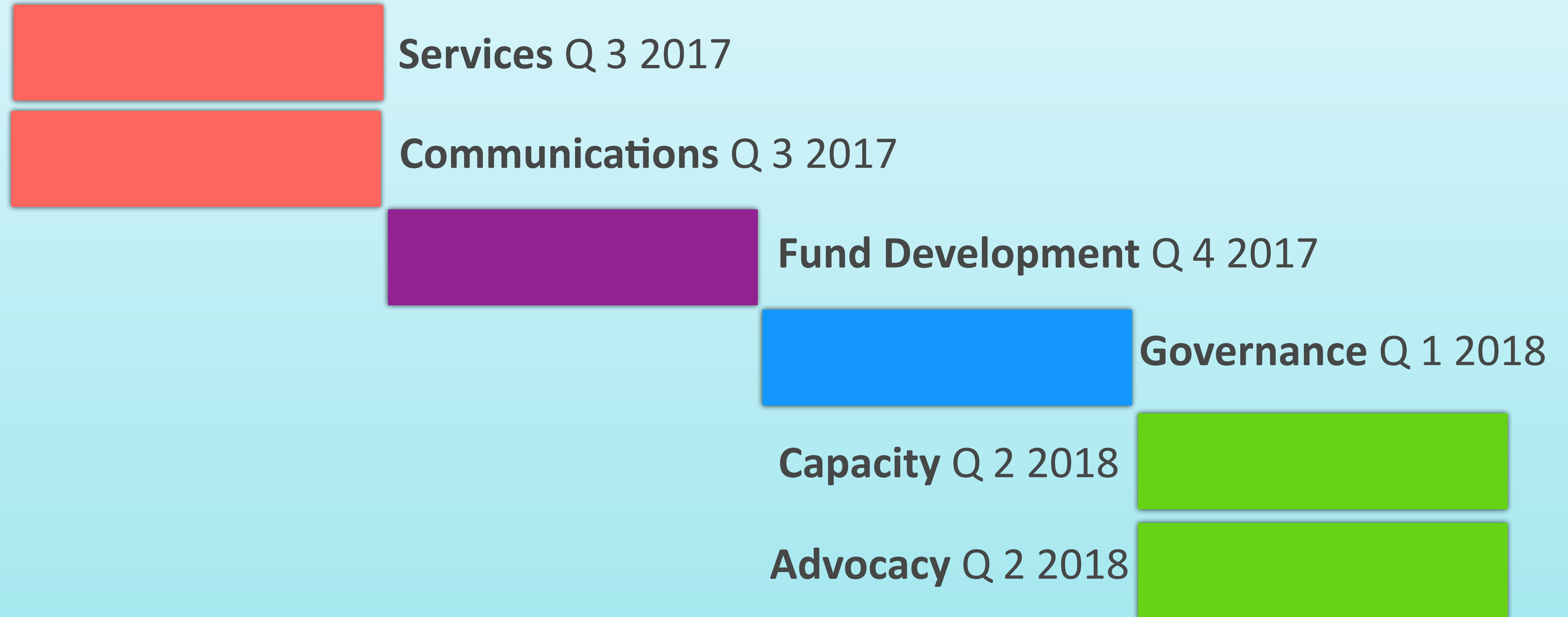
Give community a voice in planning / Equip residents to express needs and get results

Business models

Determine if an earned income stream for NRC would be a good fit for neighborhood
Actively recruit appropriate businesses--in coordination with the business association
Participate with city and county in any/all development plans

Evidence-based knowledge of needs and issues / Community feels well-served

Moving Forward



Moving Forward

3-Year Strategic Plan (2017-2020)

Roll up our sleeves.

Help NRC plan, implement and connect.

Bring new people to NRC.

